

The Hong Kong Polytechnic University

Subject Code	HTM4316
Subject Title	Destination Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	The UN World Tourism Organization (UNWTO) identified local tourism destinations as the fundamental unit of analysis in tourism for it is the location where tourism occurs. This subject examines the role of Destination Management Organizations (DMO) in tourism development and promotion. Special emphasis will be placed on the role of DMO as brand manager, with the requirements to adopt a strategic marketing, product development and market management approach to ensure destination health. In addition, the ethical, social, economic and environmental issues relate to Destination Management will be covered.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Analyze the organization structure of Destination Management Organisations (DMO). <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Construct and evaluate marketing strategy for destination <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Explain crisis management in the context of a destination. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Analyze the role of government in destination arrangement
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> a. Organisation structure of DMO and its relationship with other agencies b. Role of government in managing a destination c. Product development in a destination d. Destination branding and image e. Destination marketing strategy f. Industry collaborations in managing a destination

	<p>g. Trade marketing in destination management</p> <p>h. Destination Management Companies (DMC)</p> <p>i. Strategic planning and destination competitiveness</p> <p>j. Management of human and financial resources</p>																																																						
<p>Teaching/Learning Methodology</p>	<p>I. Lectures will be given to explain phenomena, concepts, research findings and real cases.</p> <p>II. Tutorials will be held to generate discussion and to help clarify any queries arising from lectures.</p> <p>III. Field trips will be conducted for students to observe on-site how Destination</p> <p>IV. Management activities such as trade show work and how DMCs function.</p> <p>V. Guest speakers will be invited to give students the most up-to-date information and scenario about Destination Management.</p> <p>VI. Individual project will be assigned to students to analyse or construct marketing strategy of a destination.</p>																																																						
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="421 1106 1474 1637"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>i. Class participation</td> <td>10%</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> <td>√</td> </tr> <tr> <td>ii. Field trip report</td> <td>20%</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>iii. Individual project</td> <td>40%</td> <td>√</td> <td>√</td> <td></td> <td>√</td> <td></td> <td>√</td> </tr> <tr> <td>iv. Exam</td> <td>30%</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100%</td> <td colspan="6"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Class participation (10%) requires student attendance of lectures and tutorials, and discussion on issues raised in the lectures. Students are expected to have read assigned readings before a lecture and participate in the discussion.</p> <p>Students are required to submit a report (20%) after the field trip stating their observation, any insights of the activities, how the activities fit into Destination Management, and an evaluation of the activities.</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						A	B	C	D	E	F	i. Class participation	10%	√	√				√	ii. Field trip report	20%	√						iii. Individual project	40%	√	√		√		√	iv. Exam	30%	√						Total	100%						
Specific assessment methods/tasks	% weighting			Intended subject learning outcomes to be assessed (Please tick as appropriate)																																																			
		A	B	C	D	E	F																																																
i. Class participation	10%	√	√				√																																																
ii. Field trip report	20%	√																																																					
iii. Individual project	40%	√	√		√		√																																																
iv. Exam	30%	√																																																					
Total	100%																																																						

	<p>Individual project (40%) provides an avenue for students to practice exploring, developing and evaluating marketing strategy in Destination Management. Students are expected to identify issues, put forward arguments for and against the issues, critically evaluate the situation, and develop practical solutions.</p> <p>The examination (30%) is to assess the students' knowledge and understanding of the key concepts and research findings in Destination Management, and to apply them to address any related issues.</p>	
<p>Student Study Effort Required</p>	<p>Class contact:</p>	
	<ul style="list-style-type: none"> ▪ Lectures 	<p>28 hours</p>
	<ul style="list-style-type: none"> ▪ Seminars 	<p>14 hours</p>
	<p>Other student study effort:</p>	
	<ul style="list-style-type: none"> ▪ 	<p>84 hours</p>
<p>Indicative Reading List and References</p>	<p>Avraham, E., & Ketter, E. (2008). <i>Media Strategies for Marketing Places in Crisis: Improving the Image of Cities, Countries, and Tourist Destinations</i>. Oxford, UK: Butterworth Heinemann.</p> <p>Morrison, A. (2010). <i>Hospitality and Travel Marketing</i>. NY: Delmar.</p> <p>Pike, S. (2008). <i>Destination marketing. An integrated marketing communication approach</i>. Oxford: Butterworth-Heinemann.</p> <p>Reid, R., & Bojanic, D. (2010). <i>Hospitality Marketing Management</i>. NJ: John Wiley.</p> <p>Schaumann, P. (2005). <i>The guide to successful destination management</i>. NJ: Wiley.</p> <p>Shoemaker, S., Lewis, R., & Yesawich, P. (2007). <i>Marketing leadership in hospitality and tourism</i>. NJ: Pearson.</p>	