

MODULE OUTLINE DIT83

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT83	YEAR OF STUDY	4 th (8 th semester)
MODULE TITLE	TOURISM DESTINATION MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		HOURS	CREDITS
Weekly teaching hours (20 hours) * 14 weeks		280	10 ECTS
Module TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Optional		
PREREQUISITE MODULES:	There are no prerequisites for this module.		
LANGUAGE OF INSTRUCTION AND EXAMS	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE(URL)	https://www.eap.gr/en/undergraduate/tourism-administration/tourism-administration-topics/#dit83 Each module has its own space in the Learning Management System of the Hellenic Open University (https://courses.eap.gr), with controlled access (use of code) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes

- The module learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the module, are described in detail. It is necessary to consult:

On successful completion of this module, students will be able to:

- Understand the meaning of tourism destination and the nature and complexity of the "product" a tourism destination offers to the tourist-consumer.
- Perceive the concept of sustainable planning and management of tourism destinations.
- Identify the exogenous and endogenous factors that influence the evolution of destinations and influence both their design and management.
- Understand the impact and role of the private and public sectors in destination management and be able to identify stakeholders.
- Understand the role of Destination Management Organizations (DMOs).
- Perceive the concept and functions of marketing tourism destinations.
- Understand and recognize the life cycle stages of destinations.
- Identify the necessary actions for the positioning of a tourism destination in the market.
- Analyse the tourist-consumer behaviour of the tourist-consumer.
- Perceive the motives that drive tourist-consumers to select or reject a tourism destination.
- Describe the methods of promoting and selling a destination.
- Identify the role of the new technologies in tourism destination management and promotion

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,
Adapting to new situations
Decision-making

Project planning and management
Respect for diversity and multiculturalism
Environmental awareness
Social, professional and ethical responsibility and sensitivity to gender issues

<i>Individual/Independent work</i>	<i>Critical thinking</i>
<i>Group/Team work</i>	<i>Development of free, creative and inductive thinking</i>
<i>Working in an international environment</i>	
<i>Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i>	<i>Introduction of innovative research</i>
Search for, analysis and synthesis of data and information by the use of appropriate technologies	
Adapting to new situations	
Decision-making	
Individual/Independent work	
Project planning and management	
Critical thinking	
Development of free, creative and inductive thinking	

3. MODULE CONTENT

The aim of this Module is to provide students the chance to understand the necessity of managing tourism destinations at different stages of their life cycle, in order to mitigate the identified effects, to approach the prospect of sustainable tourism development and to maintain their attractiveness. The issue of good local governance in tourism is addressed and destination management models and tools are presented. The Module develops the full range of tourism destination management issues, from resource management, tourism product design and development, sustainable development policies and regulations, destination image management, destination placement and branding, and crisis management.

The subject matter of module DIT83 is analyzed below by educational week:

1. Introduction to Tourism Destination Management: Basic Terms
2. Tourism Destination Life Cycle
3. Evaluation of the Tourism Destination Life Cycle and Strategy Planning
4. Typology of Tourism Destinations
5. Destination Management Organisations (DMO) and stakeholders
6. Planning of Sustainable Tourism Development, "Smart" Destination and Crisis Management
7. Destination Image and Brand
8. Destination Marketing and Branding
9. Public Sector and Local Community involvement
10. Evaluation of the Tourism Destination and the DMO
11. Tourism Satellite Account
12. Case Studies
13. Revision

4. TEACHING METHODS-ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education with three (3) Group Counseling Meetings (OSS) during the academic semester on weekends.	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	We use : • Remote meetings tools (webex) • Presentation software (e.g. power point) Additionally, the students use office automation tools, web browsers and e-reader for digital books.	
MODULE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc</i> <i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i>	Activity	Semester Workload
	3OSS (*4 hours)	12
	Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)	45
	Examination	3
	Individual study	220
	Total module workload (hours)	280
STUDENT PERFORMANCE	a1. Two (2) Short Written Assignments (SWA) with a	

EVALUATION/ASSESSMENTMETHODS <i>Detailed description of the evaluation procedures.</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i>	weighting factor of 10% each in the final grade of the module. a2. One (1) Semester Assignment (SA) with a weighting factor of 20% on the final grade of the module. The written assignment score is activated only with a score equal to or above the pass mark (≥ 5) in the final or retake exams. a3. Final or repeated written examinations (FE) with a weighting factor of 60% on the final grade of the final examination. The Final Grade (FG) of each subject, on a scale of 10, is calculated as follows: Final grade FG = (SWA1*0,1) + (SWA2*0,1) + (SA*0,2) + (FE*0,6) Eligibility for the final examinations: The right to participate in the final examinations is secured by obtaining at least 50% of the sum of the potential passmark out of the total number of assignments assessed, i.e. 20 points out of 100, on the basis of the weighting factors mentioned in points a1 and a2 above. All the criteria are posted, both in each written assignment, as well as in the general regulation of the Hellenic Open University at: https://www.eap.gr/education/study-regulations/.
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5. SUGGESTED BIBLIOGRAPHY

Suggested bibliography

One out of the following:

Morrison, A. M. (2019). Marketing and managing tourism destinations. 2nd Edition, Routledge.

Pike, S. (2021). Destination marketing: essentials. 3rd Edition, Routledge.

Hudson, S., & Hudson, L. (2017). Marketing for tourism, hospitality & events: a global & digital approach. Sage.

Vanhove, N. (2017). The economics of tourism destinations: Theory and practice. Routledge.

Kotler, P. (2021). Marketing for Hospitality and Tourism. 8th Edition. Pearson Global Edition.

Additional digital material is available within the “study” platform.

Related Scientific Academic Journals:

1. Annals of Tourism Research
2. Journal of Travel Research
3. Tourism Management
4. International Journal of Contemporary Hospitality Management
5. International Journal of Hospitality Management
6. Journal of Sustainable Tourism