

Identification	Subject (code, title, credits)	THM 320 Destination Management– 2KU credits (4 ECTS)
	Department	School of Economics and Management
	Program (undergraduate, graduate)	Undergraduate
	Term	Fall 2026
	Instructor	Konul Kazimova
	E-mail:	knuriyeva@khazar.org
	Phone:	994512296094
	Office hours	Friday 9:00-17:30
Prerequisites	THM 102 Introduction to Tourism	
Language	English	
Compulsory/Elective	Compulsory	
Required textbooks and course materials	Main textbook: - Marketing and Managing Tourism Destinations, 3rd edition, London: Routledge, 2023, by Alastair M. Morrison; - World Bank Group. Destination Management Handbook. A Guide to the Planning and Implementation of Destination Management, 2022, 106 pages. Additional: - Tourism Destination Management, States Academic Press, 2022, by Wendy Perez (Editor); UNWTO Statistics (2023)	
Course Description	This course introduces students to the key principles and practices of planning, developing, and managing tourism destinations. The course covers destination planning, stakeholder collaboration, sustainability, competitiveness, destination marketing, visitor management, and the role of Destination Management Organizations (DMOs). Students will also examine current challenges such as overtourism, digital transformation, and responsible tourism through case studies and real-world examples.	
Course objectives	The course aims to provide students with a comprehensive understanding of the principles and practices of tourism destination planning, development, and management. It seeks to develop students' ability to analyze destination competitiveness, sustainability, stakeholder collaboration, visitor management, and destination marketing, while exploring current challenges such as overtourism, climate change, digital transformation, and crisis management. The course also aims to introduce students to the practical use of generative AI and other digital tools for destination research, planning, marketing, content creation, and visitor experience design, enabling them to develop innovative and sustainable solutions for tourism destinations.	
Learning outcomes	Upon successful completion of this course, students will be able to: - Explain the key concepts, principles, and approaches of tourism destination management. - Analyze destination development, planning, competitiveness, and sustainability. - Identify and evaluate the roles of DMOs, local communities, businesses, government, and other stakeholders. - Apply destination management principles to real-world tourism destinations and case studies. - Evaluate current challenges such as overtourism, climate change, digital transformation, and crisis management. - Use generative AI and other digital tools to support destination research, planning, marketing, and visitor experience design. - Develop practical and sustainable solutions for the management and development tourism destinations.	

Teaching methods	Lecture	x
	Group discussion	x

Evaluation	Experiential exercise		x
	Course paper		x
	Others		
	Methods	Description and deadline	Percentage (%)
	Midterm Exam	To be announced	30
	Projects	To be announced	10
	Attendance		5
	Activity		5
Class Policy	Quizzes	To be announced	10
	Final Exam	To be announced	40
	Total		100
	Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam. Activity shall mean active participation i.e. asking and answering the question, contribute with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion Preparation for class The structure of this course makes your individual study and preparation outside the class extremely important. The lecture material will focus on the major points introduced in the text. Reading the assigned chapters and having some familiarity with them before class will greatly assist your understanding of the lecture. After the lecture, you should study your notes and work relevant problems from the end of the chapter and sample exam questions. Throughout the semester we will also have a large number of review sessions. These review sessions will take place during the regularly scheduled class periods. Withdrawal (pass/fail) This course strictly follows grading policy of the School of Economics and Management. Thus, a student is normally expected to achieve a mark of at least 60% to pass. In case of failure, he/she will be referred or required to repeat the course the following term or year. For referral, the student will be required to take examination scheduled by instructor. Cheating/plagiarism Cheating or other plagiarism during the Mid-term and Final Examination will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations. Presentation & Project: There will be presentations and a project. A situation will be given to students, a leader will be chosen. They will analyze the situation according to knowledge they learned. If it is a presentation the work of the group will not only graded based on the job they did, but also how they were successful to work as a team. If it is a project, it will be graded individually.		
	Tentative Schedule		
	Week	Date/Day (tentative)	Topics
			Textbook/Assignments
1		Introduction to destination management and marketing	Chapter 1
2		Destination sustainability and social responsibility	Chapter 2
3		Quality of life and well-being of destination residents	Chapter 3
4		Destination planning and development	Chapter 4
5		Destination partnerships, team-building and stakeholder involvement	Chapter 8-9
6		Visitor management	Chapter 10
7		Destination marketing, branding and communications	Chapter 12
8		Midterm Exam	
9		Destination positioning, image and branding	Chapter 13
10		Destination integrated marketing communications	Chapter 14
11		Generative AI and digital technologies in destination management and marketing	Chapter 15 UN Tourism. (2024). Artificial Intelligence and tourism: Opportunities and challenges for destinations.
12		International pleasure and leisure travel markets	Chapter 18
13		Destination management performance measurement and management -part 1	Chapter 20

14		Destination management performance measurement and management -part 2	Chapter 20
15		The future of destination management	Chapter 21
16		Wrap-up; Review of final exam / Final Exam	