

Identification	Subject	THM 320 Destination Management – 3KU credits (4 ECTS)	
	Department	Economics and Management	
	Program	Undergraduate	
	Term	Fall 2024	
	Instructor	Polad Orujov	
	E-mail	polad.orujov@khazar.org	
	Classroom/hours	11:50-15:10	
	Office hours	By appointment	
Prerequisites	THM 102 Introduction to Tourism		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	<p>Main textbook: Marketing and Managing Tourism Destinations, 3rd edition, London: Routledge, 2023, by Alastair M. Morrison</p> <p>Additional: Tourism Destination Management, States Academic Press, 2022, by Wendy Perez (Editor); UNWTO Statistics (2023)</p>		
Course outline	<p>The course focuses on providing knowledge to students about models and theories of destination management, management needs and processes. It equips students with skills to handle tourists/visitors, host communities, private sector and public sector at various destinations – to enable a destination achieve sustainability and enhance tourist visitor satisfaction. The course examines destinations as aggregating units for the development of competitive and sustainable tourism offers. Through the use of case studies and in-class discussions, theoretical models will be applied to destinations at different stages of their lifecycles, at local and international level, from both developed and developing economies.</p>		
Course objectives	<p>The main objectives of Destination Management are:</p> <ul style="list-style-type: none"> • formation of basic ideas about the goals and objectives of managing tourist destinations, the role of territory management in modern society; • mastering the basic concepts and definitions of tourism destination management, general principles of tourism destination management in the international tourism industry; • development of abilities to coordinate the efforts of all subjects of management of tourist destinations in the international tourism industry; • formation of skills to choose the most optimal processes and management methods for the development of targeted tools; • to form an idea of the motives for choosing a territory, the criteria for choosing a territory for different groups of consumers in the field of international tourism. 		
Learning Outcomes	<p>By the end of this course, students will have:</p> <ul style="list-style-type: none"> • To understand the concepts presented to them regarding tourist destinations and their management; • To understand the importance of efficient management of tourist destinations in attracting tourists and visitors; • Explain the factors that have an impact on the tourist destination and the term tourist destination management; • To explain how the organization and functioning of tourist destinations; • To know the tourist destinations and attractions in our country; • To compare the developments of different tourist destinations and present their critical views on certain issues. • Identify the role, goals and importance of different interest groups in managing a tourist destination. 		
Evaluation Criteria	Case analysis		x
	Group discussion		x
	Lecture		x
	Problem solving		x
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm exam	TBA	30
	Attendance		5
	Class activity		5
	Quiz (2)	4 th and 12 th week	10

	Group project / Field research	During semester	10
	Final exam	TBA	40
Policy	<p>Attendance and participation: The attendance and participation will account for 10 % of the total course grade, which depends on students' good class attendance and active participation in class discussions.</p> <p>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.</p> <p>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.</p> <p>Quizzes: There will be two quizzes and these quizzes will constitute 10 percent of the total grade. Students are required to turn in answers to assignments at the beginning of the classes at which they are due. Late assignments will not be accepted. All quizzes will be consisting of both open-ended.</p> <p>Project/Field research: There will be a group project. Students will be given a situation; a leader will be chosen. They will analyze the situation according to the knowledge they have gained during the field research in the selected tourist location. The project will be assessed not only on the basis of the work they have done, but also on how well they worked as a team. The projects will be divided into weeks according to the number of students and will be presented at each seminar course.</p> <p>Cheating/plagiarism: Cheating or other plagiarism during the Quizzes, Mid-term and Final Examination will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.</p> <p>Professional behavior guidelines: The students shall behave in the way to create favorable academic and professional environment during the class hours. Unauthorized discussions and unethical behavior are strictly prohibited.</p>		

Tentative Schedule

	Date/Day	Topics	Textbook/Assignments
1	20.09.24	Types of tourism destination, resources and conditions for their formation	Chapter 1
2	27.09.24	Destination planning and development	Chapter 2
3	04.10.24	Tourism destination life cycle	Chapter 3
4	11.10.24	Tourism cluster approach in destination management / Quiz 1	Chapter 4
5	18.10.24	Territorial marketing for destinations	Chapter 5
6	25.10.24	Marketing strategy in tourism destinations	Chapter 7
7	01.11.24	Formation of marketing communication complex for tourism destination	Chapter 11
8	08.11.24	Destination marketing tools	Chapter 12
9	15.11.24	Mid-term Exam	
10	22.11.24	Destination branding	Chapter 10
11	29.11.24	Tourist destination competitiveness	Chapter 13
12	06.12.24	Assessment of investment attractiveness of tourist destinations / Quiz 2	Chapter 9, 14
13	13.12.24	Strategic management of tourist destinations development	Chapter 6, 8
14	20.12.24	Destination management and sustainable development / Project presentations	Chapter 15, 16
15	27.12.24	Crisis management in tourist destinations / Project presentations	Chapter 17
		Final Exam	

This syllabus is a guide for the course and any modifications to it will be announced in advance.