

Identification	Subject	THM 320 Destination Management– 2KU credits (4 ECTS)	
	Program	Undergraduate	
	Department	School of Economics and Management	
	Term	2025/26 Fall semester	
	Instructor	Polad Orujov	
	E-mail	polad.orujov@khazar.org	
	Classroom/hours		
Prerequisites	THM 102 Introduction to Tourism		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	<b>Main textbook:</b> 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. <b>Additional:</b> Tourism Destination Management, States Academic Press, 2022, by Wendy Perez (Editor); UNWTO Statistics (2023)		
Course outline	This course aims to provide participants with theoretical and managerial knowledge about tourism destination management, and particularly about how local destination tourism managers develop, market and brand the destination project. The purpose is to develop skills that prepare participants to engage with destination management practices in real life situations. 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.		
Course objectives	The main objectives of Destination Management are: <ul style="list-style-type: none"><li>• formation of basic ideas about the goals and objectives of managing tourist destinations, the role of territory management in modern society;</li><li>• mastering the basic concepts and definitions of tourism destination management, general principles of tourism destination management in the international tourism industry;</li><li>• development of abilities to coordinate the efforts of all subjects of management of tourist destinations in the international tourism industry;</li><li>• formation of skills to choose the most optimal processes and management methods for the development of targeted tools;</li><li>• 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.</li></ul>		
Learning Outcomes	By the end of this course, students will have: <ul style="list-style-type: none"><li>• To understand the concepts presented to them regarding tourist destinations and their management;</li><li>• To understand the importance of efficient management of tourist destinations in attracting tourists and visitors;</li><li>• Explain the factors that have an impact on the tourist destination and the term tourist destination management;</li><li>• To explain how the organization and functioning of tourist destinations;</li><li>• To know the tourist destinations and attractions in our country;</li><li>• To compare the developments of different tourist destinations and present their critical views on certain issues.</li><li>• Identify the role, goals and importance of different interest groups in managing a tourist destination.</li></ul>		
Evaluation Criteria	Case analysis		x
	Group discussion		x
	Lecture		x
	Problem solving		x
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm exam	To be announced	30
	Attendance		5
	Class activity		5
	Quiz (2)	4 <sup>th</sup> and 12 <sup>th</sup> week	10

	<b>Group project / Field research</b>	During semester	10
	<b>Final exam</b>	To be announced	40
<b>Policy</b>	<p><b>Attendance and participation:</b> 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><b>Preparation for class:</b> 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><b>Withdrawal (pass/fail):</b> 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><b>Quizzes:</b> 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><b>Project / Field research:</b> 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><b>Cheating/plagiarism:</b> 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><b>Professional behavior guidelines:</b> 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>		
<b>Tentative Schedule</b>			
	<b>Date/Day</b>	<b>Topics</b>	<b>Textbook/Assignments</b>
1		Introduction to Destination Management	Destination Management Handbook - Ch.1; Forming teams for group projects
2		Types of tourism destinations	Marketing and Managing Tourism Destinations – Ch.1
3		Tourism destination life cycle (part 1)	Marketing and Managing Tourism Destinations – Ch.3
4		Tourism destination life cycle (part 2)	Marketing and Managing Tourism Destinations – Ch.3
5		Tourism cluster approach in destination management / <b>Quiz 1</b>	Destination Management Handbook - Ch.2
6		Destination marketing. Marketing strategy in tourism destinations	Marketing and Managing Tourism Destinations – Ch.5,7
7		Destination marketing tools / <b>Review for the Midterm Exam</b>	Marketing and Managing Tourism Destinations – Ch.11,12
8		<b>Mid-term Exam</b>	
9		Destination branding	Marketing and Managing Tourism Destinations – Ch.13
10		Tourist destination competitiveness	Destination Management Handbook - Ch.3
11		Assessment of investment attractiveness of tourist destinations	Marketing and Managing Tourism Destinations – Ch.14
12		Strategic management of tourist destinations development / <b>Home assignment</b>	Destination Management Handbook - Ch.2

13		Destination management and sustainable development / <b>Quiz 2</b>	Destination Management Handbook - Ch.5
14		Crisis management in tourist destinations / <b>Presentation session – I</b>	Marketing and Managing Tourism Destinations – Ch.17
15		<b>Presentation Session – II / Review for the Final Exam</b>	
		<b>Final Exam</b>	

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