



## COURSE DESCRIPTION

### 1. GENERAL

<b>SCHOOL</b>	ECONOMIC SCIENCES		
<b>DEPARTMENT</b>	TOURISM		
<b>LEVEL</b>	Undergraduate		
<b>COURSE CODE</b>	MKT150	<b>SEMESTER</b>	7 <sup>th</sup>
<b>COURSE TITLE</b>	Tourism Destination Management		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>WEEKLY TEACHING HOURS</b>	<b>ECTS</b>	
Lectures	4	5	
<b>COURSE CATEGORY</b>	Specific Background		
<b>COURSE TYPE</b>	Elective		
<b>PREREQUISITES</b>	-		
<b>LANGUAGE OF TEACHING AND EXAMINATIONS</b>	Greek		
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>			
<b>URL</b>	<a href="https://tourism.ionio.gr/en/undergraduate-studies/courses/1337/">https://tourism.ionio.gr/en/undergraduate-studies/courses/1337/</a>		
<b>ECLASS</b>	<a href="https://opencourses.ionio.gr/courses/DT0179/">https://opencourses.ionio.gr/courses/DT0179/</a>		

### 2. TEACHING RESULTS

<b>Teaching Results</b>
<ul style="list-style-type: none"><li>• To help students obtain the theoretical background of destination management and marketing and understand its main concepts and theories.</li><li>• To help students understand the importance of destination management and marketing in the modern tourist environment.</li><li>• To help students familiarize themselves with the application of main destination management and marketing concepts and theories in tourist destination case studies.</li><li>• To help students understand the importance of destination management and marketing in the modern tourist destination environment.</li></ul>
<b>General Skills</b>

### 3. CONTENT

The module aims to introduce students to the main principles and concepts of destination management and marketing, as well as their application in the modern tourism environment, by connecting theory and practice. Principles and concepts that will be introduced and discussed during the module include, inter alia, the supply side/tourism destination, the demand side/tourists, the destination marketing process, the destination distributors and the external environment of a tourist destination. Finally, the module will present destination case studies, in order to explain how the principles have been applied so far in the field.

Week 1: Introduction to the tourist destination concept

Week 2: Key challenges of tourist destinations

Week 3: Introduction to tourism destination management

Week 4: DMOs - roles and activity

Week 5: Formation of tourist destination image and destination branding



- Week 6: First group presentations (Storyboards)
- Week 7: Guest Speaker Presentation
- Week 8: Stakeholders, leadership and collaboration
- Week 9: Tourist behavior
- Week 10: Development of tourist destinations through events - eventful cities
- Week 11: Crisis management in tourist destinations
- Week 12: Group Presentations
- Week 13: Course summary

#### 4. TEACHING AND LEARNING METHODS - EVALUATION

<b>TEACHING METHOD</b>	Lectures								
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b>	The course includes the use of video and multimedia.								
<b>TEACHING STRUCTURE</b>	<table><tr><td>Activity</td><td>Semester Workload</td></tr><tr><td>Lectures</td><td>52</td></tr><tr><td>Literature Study and Analysis</td><td>73</td></tr><tr><td><b>Course Total (ECTS: 5)</b></td><td><b>125</b></td></tr></table>	Activity	Semester Workload	Lectures	52	Literature Study and Analysis	73	<b>Course Total (ECTS: 5)</b>	<b>125</b>
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Lectures	52								
Literature Study and Analysis	73								
<b>Course Total (ECTS: 5)</b>	<b>125</b>								
<b>EVALUATION OF STUDENTS</b>	The evaluation of the course is done through a group assignment (written and oral).								

#### 5. BIBLIOGRAPHY

Pike, S. (2015). *Destination marketing: essentials*. Routledge.