

**Group: IMTH      Degree: Master      Course: Destination Marketing and Management**

- 1. Credits: 3**
- 2. Grade & Semester: First year, second semester**
- 3. Prerequisites: N/A**
- 4. Course objectives:**

This course aims to characterize the major ongoing trends and issues in the tourism sector as well as describing and analyzing the competitive trends of tourism destinations. The course will also teach students to apply methods for strategic destination marketing and management as well as developing marketing strategies and plans for tourist destinations.

**5. Course description/outline:**

This course is focused on tourism destinations and markets, including; facts, figures, relevant phenomena and ongoing trends. The course will further focus on the concepts, definitions and current research on destination marketing, management, as well as destination and marketing planning, implementation and performance evaluation. Students will further learn about destination product development and innovation as well as the role played by destination management organizations i.e. their objectives, organizational structures, legal status, functions, relationships with the local governments, community and stakeholder relations, members, partnerships, team-building, governance and leadership. Destination integrated marketing communications, destination information and communication technologies, pricing and distribution will be examined as well as teaching students about how to manage tourism destinations within the context of an experience economy.