

Tárgytematika / Course Description **Tourism-destination Management and Marketing**

KGNM_TRTA085

Tárgyfelelős neve /

Teacher's name: dr. Happ Éva

Félév / Semester: 2023/24/2

Beszámolási forma /

Assesment: Folyamatos számonkérés

Tárgy heti óraszám /

Teaching hours(week): 2/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Increasing the development and promotion of sustainable tourism is a planned and progressive strategy. This course investigates a range of approaches and issues associated with the management and marketing of destinations, and the wider tourism experience. Using selected case studies from around the world the course examines the challenges of contemporary marketing approaches to the development and promotion of sustainable tourism. Working through experiential exercises you will undertake research and marketing strategies reflective of current professional practice.

Provide knowledge about:

- the tourist destination concept,
- the tourist destination management system,
- the concept of destination resources and attractions,
- tourist destination competitiveness,
- marketing of tourist destination,
- the tourist destination development planning process

TANTÁRGY TARTALMA / DESCRIPTION

Content

1. Introduction
2. Destination management and DMO-s.
3. Destination management function.
4. Destination management organisation.
5. Key performance areas (KPAs) in destination management
6. Tourist destination resource base.
7. Tourist destination attractiveness.
8. Tourist destination competitiveness.
9. Tourism product management.
10. Tourist destinations marketing.
11. Planning of tourism destination development.
12. Tourism destination development policy and strategy.
13. Management of sustainable tourism development
14. Group Presentation
15. Mid-term exam

Teaching materials for students, current information and all other data are available by MOODLE system to all students.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Assessment

Mid-term exam 50 %

Project work 50 %

Mid-term exam

At the end of the course, there will be an exam to test the students' understanding and application of main theories and concepts learned from the class. The exam will contain 1 question from the final exam's topics.

Project work

Student will be divided in groups (up to 3 students). Students are to deliver an in-class team presentation to 'pitch' a new marketing strategy for their chosen destination. The presentation must demonstrate a critical understanding of destination marketing practices and how they apply to the team's chosen destination. The presentation will be followed by a question-and-answer session, where team members will be expected to respond to questions raised by fellow students role-playing as tourism industry stakeholders. The stakeholder role play requires students to apply critical

thinking skills in order to: (i) evaluate the 'pitch' of another team, and (ii) compose a question that accurately represents the interests of a particular type of tourism stakeholder.

Final evaluation

| | |
|------------|--------------|
| 0 - 50 % | insufficient |
| 51 - 66 % | sufficient |
| 67 - 80 % | average |
| 81 - 90 % | well done |
| 91 - 100 % | excellent |

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Morrison, Alastair M.: Marketing and Managing Tourism Destinations. Routledge, New York, 2013. (ISBN 9781136176654)

[Y. Wang](#), A. Pizam: Tourism Destination Marketing and Management: Collaborative Strategies, CABI, 2011, (ISBN 1845937007)

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL

Beritelli, P., Reinhold, S., Leasser, C., Bieger: The St. Gallen Model for Destination Management, : University of St. Gallen, 2014