



HTM-3160
Destination Management & Marketing
Fall Semester, 2013



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Course Philosophy

I believe that tourism management education is a process of intellectual growth that is facilitated by an environment that encourages the sharing of ideas, critical thinking and problem solving skills. This environment is supportive in that students are active participants and creators of knowledge and skills rather than passive recipients of information. As the instructor, I will work with the students to provide such an environment for this course.

To provide such an environment, a project-based, team-learning approach in addition to formal lectures will be used. These will allow students to share, critique, and improve their knowledge of the course's topics. For this approach to be effective, it will be crucial that students come to class prepared and actively participate in the team projects.

Course Description:

Travellers are spoilt by choice of available destinations. In today's fiercely competitive tourism markets, destination competitiveness demands an effective marketing organisation. Major theme underpins Destination Marketing. It is the challenges associated with promoting multi-attributed destinations in dynamic and heterogeneous markets, focuses on the five core tenets of integrated marketing communications. This course embody both the opportunities and challenges facing Destination Marketing Organisations (DMOs), and are: 1. Profitable customer relationships; 2. Enhancing stakeholder relationships; 3. Cross-functional processes; 4. Stimulating purposeful dialogue with customers; and 5. Generating message synergy.

Course Objectives:

Upon completion of the course students will be able to understand the fundamental issues relating to:

- The multi-dimensional nature of destination competitiveness;
- Rationale for the establishment of DMOs;
- Structure, roles, goals and functions of DMOs;
- The shift in thinking towards destination management;
- Key opportunities, challenges and constraints facing DMOs;
- Complexities of marketing multi-attributed destinations as tourism brands;

- Philosophy of integrated marketing communications;
- Design, implementation and monitoring of effective destination marketing communication strategies;
- The potential for visitor relationship management;
- Necessity of disaster response planning; and
- Destination marketing performance metrics

Course Materials and Resources:

Page, S.J. (2008). Destination Marketing : An Integrated Marketing Communication Approach. Butterworth-Heinemann, Burlington, MA, USA
 Journal articles will be distributed via the course website.

Teaching Methods:

- The basic method of instruction will be formal lectures and in-class discussion. Guest speakers are incorporated where possible.
- Class feedback is welcomed and encouraged.
- Students are strongly encouraged to prepare for, attend, and participate in class regularly.
- Please make every effort to attend lecture when we have a guest speaker.

Course Assessment

If at anytime you feel that you were unfairly evaluated for the work you have completed, you are encouraged to contest and actively seek feedback as to reasons for lost points.

Class participation	20%	
One Minute Papers		(25%)
Class discussion participation		(50%)
Weekly journal		(25%)
Exams	40%	
7 or 8 Quizzes		(66.6%)
Case Exam		(33.3%)

Final Project	40%
Group Contract	(2.5%)
Meeting Minutes (7 or more)	(2.5%)
Presentation	(10%)
Proposal	(15%)
Final Report	(70%)
	100%

Class Evaluation

Exam (40%)

1. 7 or 8 Quizzes (30%)

There will be no written midterm or final exams in this course. The quizzes will be based on assigned course readings and case discussions. I will only use the highest 6(7) of the 7(8) quizzes. The quizzes will consist of multiple choice and/or short answer questions. No consideration will be granted for not writing quiz (zes) on the date specified. Quizzes will not be re-evaluated after 2 weeks from the day the quiz was given.

Quizzes missed due to medical illness will be made up during one (1) scheduled makeup quiz session outside of regular class hours. The first makeup will cover material addressed in quizzes 1 to 7 or 8. The makeup quizzes will be short answer. The makeup date will be announced during the semester.

2. Case Exam (10%)

There will be one exam given in week 10. The exam consists of primarily 3 to 4 essay-type case questions. The exam will cover cases discussed in class and cases in chapters assigned. We will discuss the format of the case exam during the semester.

Class Participation (20%)

1. General discussion participation (50%)

You must participate in class in order to make the discussions interesting, insightful, and fun. However, there is no need to contribute in every session. Some of the best contributors are those who participate in a few sessions, but whose comments are always insightful and compelling. The key issue is one of quality, not quantity. Although most comments arise during the case discussions, participation during the lectures is also encouraged.

We should work together to make each class session a lively, stimulating, and intellectually rewarding venture in group learning. You are individually and collectively responsible to that end. Believe me, nobody (including me) wants to hear me ramble on endlessly about the course concepts without engaging in class discussion. The best classes are those that are highlighted by an interactive discussion about the potential marketing opportunities that arise from course concepts or from case issues. As such, we are all co-producers of knowledge.

You will be rewarded by DM Bucks at any time during class. The DM bucks will be awarded to students who participate in class discussion. At the end of each class, the DM bucks awarded should return to me with their name on the back of the awarded DM Buck(s). If your participation has a greater value, you will get a bigger dollar value 5 DM bucks (e.g. 2 or 5 dollars). Your participation mark will be determined based on the accumulated DM bucks.

1 - 8 Bucks = 0.5
9 - 17 Bucks = 1
18 - 27 Bucks = 3.0
36 Bucks = D (5.5)
54 Bucks = C (6.5)
72 Bucks = B (7.5)
90 Bucks = A (8.5)
108 Bucks = A+(9.5)
117 + Bucks = 10

2. One Minute Papers (25%)

One min. papers (4-6): The one minute paper will be given at the end of class (and actually takes several minutes). You will be asked to answer the following three questions:

1. What is the most significant thing you learned today?
2. What is one 'muddiest' point still remaining at the conclusion of today's class?
3. Any other comments, suggestions, or questions?

This exercise will help the instructor monitor which concepts and applications you feel you have mastered and which you feel are still unclear. The next class will start with a few minutes spent discussing student answers to the first question and explaining the misunderstandings that seemed to be shared by more than three students.

3. Weekly journal reflection (5%)

Please bring a small journal (e.g. diary size) to every class and you will be responsible for noting your highlights from the assigned readings, and to record your reflections at the end of each class. During each class, there will be discussion of assigned readings, current events and their impacts on international tourism, to which all students are expected to contribute. You will grade your own journal and submit it on November 27 for assessment.

Term Project (40%)

1. Group Contract (2.5%)

Shortly after you are assigned to a group, you and your fellow group members will be required to develop a group contract (no more than 400 words) containing the "ground rules" for your team. In the group you work with, it is important to have some common goals and expectations that will guide your group's interaction. The more you know about your group members, what to expect of each other, and how to proceed, the better the group will perform and interact.

This will include, but not necessarily be limited to, the following group decisions: communication, decision making, emergencies, and changes. Especially, you need to include how potential intra-group conflict will be resolved (Problems in communication, differences of opinion, and other area of conflict). You MUST have an agreed-upon plan in place for identifying and attempting to resolve such intra-group issues. Think of me as "a higher court of appeals" in that regard! I will always be ready, willing and available to step in and help with any conflict resolution but ONLY as a FOLLOW-UP step to your first working within your group as stated in your contract to attempt to resolve any such problems!

2. Meeting Minutes (2.5%)

I'm asking you to keep minutes of your group meetings so that both you and I can keep track of your progress as a group. The minutes will document your successful activities, and reveal problem areas (if any) that we need to address. They should also encourage you to hold better meetings—for example, to establish your agenda at the beginning of the meeting, to require timely attendance and so on.

The following is an outline of what the minutes should contain. Blanks of this form are available on the course website. You can either download the doc format and fill it in on a word processor, or print it out and fill it by hand.

Meeting Minutes

- Date: (date of meeting) Place: (where you met)
- Secretary pro tem: (who prepared the minutes)
- Scheduled starting time: (time) Actual starting time: (time)
- Members in attendance/time of arrival: (list)
- Planned Agenda: (The major items you expected the meeting to address from the beginning)
- Other items brought up: (Any new items that got talked about during the meeting)
- Resolution: (Briefly summarize the results of the discussions—a few sentences each)
- Responsibilities: (Briefly describe what each member is supposed to do during the time before the next meeting.)
- Next meeting: (Date, time & place). Agenda for next time: (What you expect you have to do next time.)
- Meeting adjourned: (time).

3. Proposal (10%) (6 – 7 pages)

Please complete the following 6-7 page proposal for your project:

1. Team members' names
2. Statement of Introduction for your project proposal
 - Identify the city your team will be consultants for
 - Brief introduction and rationale for selecting your project city (The most important section)
 - Identify marketing potential of the city or area destination
4. Brief summary of current tourism activity
5. Identify 3 major attractions that can be used as major attractions to bring more tourists (if you cannot identify 3 major attractions, then a selected destination will be good for your project.)
6. Identify direct competing destinations (considerably, both geographically and product wise) and justify.
7. Provide the city's and competing cities' website address:
8. List of city officials, local DMO's, and others (name, position and contact information)
Note: If you cannot find them from their website, you must contact the city by phone.
9. Attach the first page of three academic journal articles (peer reviewed) related to attractions or potential target markets.
10. Provide your destination visit and project work plans.

4. Final Report (70%) (18 – 20 pages)

Each team is required to prepare a marketing plan for a community.

Your term project is a group work. Groups will consist of 3 - 4 students, unless prior approval is received for a larger or smaller group. Since you are all 3rd or 4th students, you will form your own groups. More detailed guidelines will be distributed and discussed in the first day of the semester.

5. Presentations (15%)

- The team presentations of the marketing projects will take place at the end of the semester.
- For this presentation, teams should use Power Point or an overhead projector to present their materials.
- Each team member must participate in the actual presentation.
- The time should be distributed as equally as possible between members of the team.
- The exact amount of time required for each presentation will be determined after the number of groups is determined. However, it is estimated that presentations will be limited to 15 to 20 minutes with a few additional minutes for class discussion.
- Additional specifics will follow in class as the semester progresses.
- Both the instructor (60%) and the students (40%) will evaluate the presentations.

MUST READ THIS ASSIGNMENT FORMAT STYLE

The following format is always applied for the major project proposal and report and other assignments

1. **12-point font, double-spaced, indented paragraphs, one-inch margins, font type: Times New Roman or Arial, No TYPOS or spelling errors.**
2. **Use third-person style for marketing project (Do NOT use personal pronouns; e.g. I, we, you).**
3. **Do not plagiarize. This is your work and it must be your original work.**
4. **All work submitted WILL BE STAPLED, not placed in binders, paperclips or notebooks**
5. **Hand-written papers will not be accepted.**
6. **Please number the pages in the lower right hand corner.**

Final Thoughts

If you are having problems, **SPEAK UP!** I am more than happy to help you with difficulties you are having in the course. This help is conditional upon you doing your job. That is, you should read the text and study the slides before you come to see me. The session is much more fruitful if you have tried to understand the material first. I will not redo a class lecture because you didn't attend. Please attend the lectures; it makes everyone's life much easier. Review and or read any material to be covered in a class **before** class. I assume you have done this when I present material.