

Courses in English Course Description

Department	14 Tourism
Course title	Destination Marketing
Course number	
Hours per week (SWS)	2
Number of ECTS credits	3
Course objective	To evaluate the role, management and scope of Destination Marketing Organisations (DMOs) and to analyse the effectiveness of selected cities marketing.
Prerequisites	
Recommended reading	Book chapters and academic journal articles will be available on Moodle
Teaching methods	Lectures, student presentations, case studies
Assessment methods	Presentation
Language of instruction	English
Name of lecturer	Dr. Olga Junek
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Link	
Course content	The multi-dimensional nature of destination competitiveness • Rationale for the establishment of DMOs and structure, roles, goals and functions of DMOs • 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 destinationmarketing communication strategies • The potential for visitor relationship management • Necessity of disaster response planning • Destination marketing performance metrics
Remarks	