

<b>Department</b>	14
<b>Course title</b>	<b>Destination Marketing</b>
<b>Hours per week (SWS)</b>	2
<b>Number of ECTS credits</b>	3
<b>Course objective</b>	To evaluate the role, management and scope of Destination Marketing Organisations (DMOs) and to analyse the effectiveness of selected cities marketing.
<b>Prerequisites</b>	
<b>Recommended reading</b>	Book chapters and academic journal articles will be available on Moodle
<b>Teaching methods</b>	Lectures, student presentations, case studies
<b>Assessment methods</b>	Oral exam based on course materials and student presentations
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Dr Olga Junek
<b>Email</b>	olga.junek@vu.au and ojunek@hm.edu
<b>Link</b>	
<b>Course content</b>	<ul style="list-style-type: none"> <li>•the multi-dimensional nature of destination competitiveness</li> <li>•rationale for the establishment of DMOs and structure, roles, goals and functions of DMOs</li> <li>•key opportunities, challenges and constraints facing DMOs</li> <li>•complexities of marketing multi-attributed destinations as tourism brands</li> <li>•philosophy of integrated marketing communications</li> <li>•design, implementation and monitoring of effective destination marketing communication strategies</li> <li>•the potential for visitor relationship management</li> <li>•necessity of disaster response planning</li> <li>•destination marketing performance metrics</li> </ul>
<b>Remarks</b>	