

Title of the course	Tourism Management C, Destination Management and Product Development
Instructor	Prof. Dr. N. Richter
Course objectives and learning outcomes	<p>In destination management, public destinations are understood as strategic competitive units in incoming tourism. They act in a similar way to private companies. In contrast to companies, however, destinations are public spaces. In this context, they are not only to be understood as competitive units. Destinations are at the same time living spaces, economic regions, political administrative units and natural spaces. To organise all these aspects, destination and regional managers work with different target groups and management concepts. The central questions are: What do destinations need to consider in product development and marketing in order to achieve a high level of attractiveness and awareness for travellers? How can economic interests, among others, be served so that, if possible, locals and businesses benefit from tourism in a sustainable way?</p> <p>The aim of the course is to develop a basic understanding of destination management and product development and to apply appropriate methods and tools for analysis and further development of tourism destinations.</p>
Course Contents	<ul style="list-style-type: none"> ➤ The positive and negative impacts of tourism in destinations ➤ Competition and competitive factors ➤ Supply and demand in destinations ➤ Service offerings and attraction development in destinations ➤ Staging of experiences ➤ Sustainability in destination management ➤ Goals and principles for the management of a destination ➤ Strategic Planning in destination management ➤ Future topics of destination management
Teaching methods	Lecture with discussions, excursions, case studies, group work, self-study, presentations by students
Prerequisites	no formal requirements
Suggested Reading	<p>Pine, Joseph; Gilmore, James (2011): The Experience Economy. Harvard Business Review.</p> <p>Reinhold, S., Beritelli, P., & Grünig, R. (2019). A business model typology for destination management organizations. Tourism Review.</p> <p>RICHTER, N., & KRATZ, E. (2020). 7. Experience Architecture in Tourism–Developing a Guideline for State-of-the-art Exhibitions. Tourism and Architecture in the Framework of Cultural Heritage and Innovation, 105.</p> <p>Swarbrooke, J., & Page, S. J. (2012). Development and management of visitor attractions. Routledge.</p> <p>UNWTO, A. Practical Guide to Tourism Destination Management,(2007).</p>
Instructive letter	/
Applicability	<p>This module is closely related to the following modules of the same study program:</p> <p>- Managing Innovation</p> <p>This module is also suitable for other economics-oriented study courses at Schmalkalden University of Applied Sciences.</p>

Student Workload	150 h total, 1) Lectures: 60 2) self-studies: 90
ECTS credit points and weighting factor	5 ECTS: a) Economics and International Business and Economics: 5/180 b) Political Economics and Operational Economics, Business Psychology: 5/210
Student evaluation	written examination 60 minutes (67%), exercises (33%)
Time	3.-5. Semester
Frequency	every academic year
Duration	1 semester
Course Type (compulsory, choice etc.)	compulsory elective module
Remarks	Teaching language is english