

Course Description – Winter 2023/2024

Title	Tourism Management C, Destination Management and Product Development
Faculty	Business and Economics
Professor	Prof. Dr. Nancy Richter
ECTS	5
Level	Bachelor
Requirements	-
Add. Information	Written in class examination 60 minutes (67%) and presentations/exercises (33%)
Content	<p>In destination management, public destinations are understood as strategic competitive units in incoming tourism. They act in a similar way to private companies. However, in contrast to companies destinations are public spaces and cannot only be managed as competitive units. Destinations are 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 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 tourism product development and to apply appropriate methods and tools for analysis and further development of tourism destinations.</p>