

COURSE: TOURIST DESTINATION MARKETING & MANAGEMENT			
ACADEMIC YEAR: 2016-2017			
TYPE OF EDUCATIONAL ACTIVITY: (Basic, Characterizing, Affine, Free choice, Other) BASIC			
TEACHER: prof. Carla Rossi, Dr. Roberto Micera			
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phone: (+39)		mobile (optional): (+39)	
Language: English			
ECTS: (lessons e tutorials/practice) 2 + 6	n. of hours: (lessons e tutorials/practice) 56	Campus: Potenza Dept./School: DIMIE Program: Economia Aziendale	Semester: II

EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

Sintetizzare in lingua inglese i contenuti riportati nella scheda in lingua in italiana.

Knowledge: the course is aimed at developing a clear ability to read and interpret tourism in a systemic key. Students will gain knowledge on the meta-management processes and destination marketing, with particular reference to targeting activities, positioning and branding strategies.

The course , therefore, intends:

-to provide students with basic knowledge on tourism, its flows and issues related to the enhancement of the resources of a destination, also from the communication point of view;

-to build the background knowledge needed to analyze market and competitive environment's dynamics as well as strategic and operational choices of destinations;

- to bring out the interdependencies of management processes within the tourism industry, emphasizing the need for a meta-management approach;

- to promote the development of advanced critical thinking skills and reasoning on the theoretical and practical topics discussed in class .

Skills: the student will be able to analyze the dynamics of the competitive context and to evaluate the strategic and operational choices of destinations. In addition, he/she will be able to apply the analytical and conceptual tools to specific operational realities of tourism, in the fields of destination marketing and management. Namely, he/she will have mastered the tools to address issues of strategic marketing and operational destination and he/she will acquire the methodological skills necessary for the development and implementation of tourist destination planning. In this regard, it will be particularly useful the active participation in the project work that will be articulated in the preparation and classroom discussion of case studies, which will be made available in advance for attending students and will be designed to deepen key topics of the program from an empirical perspective.

Knowledge and understanding (knowledge and understanding)

The student will acquire specific skills in the management field, which will allow him/her to analyze the phenomenon of tourism in a systemic key and the related need for a meta- management process. Furthermore, he/she will acquire knowledge about destination marketing, with particular reference to the processes of targeting, positioning and branding strategies.

Applying knowledge and understanding

The student will be able to apply the analytical and conceptual teaching tools to specific operational realities of tourism, in the fields of marketing and destination management. Namely, he/she will have mastered the tools to address issues of strategic marketing and operational destination and acquire the methodological skills necessary for

the development and implementation of tourist destination planning.

Making judgments

The student will be able to collect, process and interpret data aimed at evaluating marketing opportunities and the most appropriate strategic choices to maintain/enhance the competitiveness and attractiveness of a potential tourist destination. He/she will also critically grasp the issues being examined in the course, developing a personal capacity for reflection and critique on the themes investigated.

Communication skills

The student will be able to master a technical language and to transfer to other information and assessments related to tourist destination marketing and management. This capacity will also be encouraged through interaction that will take place in the classroom through working group method and the analysis of case studies.

Learning skills

At the end of the course, the students will have gained learning skills that will enable them to manage their professional training in tourist destination management and marketing. He/she will have also gained the ability to critically engage with both the reading of scientific papers and the critical analysis of the initiatives undertaken by policy makers and Destination Management Organization in support of destination development.

PRE-REQUIREMENTS

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The student will have acquired basic knowledge of business management, particularly from a strategic and marketing point of view.

SYLLABUS

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The contents of the course are described in more detail here below

Tourism phenomenon and its role in economy (3hh)

Introduction to the course. Definition of tourism, tourist and tourism flows. Tourism in a systemic perspective.

Leiper's model. Key indicators in tourism.

Tourist motivation (3hh)

Plog's theory. Push&pull factors and so on...

Tourist product and the concept of destination (6hh)

Appealing factors. Buhalis 5 A model. Driving factors of destination marketing and management. DMO business model. DMO roles and responsibilities.

Information search and decision making process of tourist. Tourist behavior (2hh)

Information Search Strategies Used by Travellers. Factors Affecting Information Search Strategies Used by Travellers (*Impact of culture on information search strategies; Communicating with the Tourist Market*)

Experiential Consumption and Destination Marketing (3hh)

The nature of experience and consumption experiences (*Definition of Experience; Consumption experiences*).

Consumer experience and destination marketing. A Framework for Tourism Experience Analysis. Tourism Experience Applications.

Destination Marketing Research: Issues and Challenges (2hh)

The Tourism System (*Phases of travel experience; The new value chain*). Destination Marketing Research (*Importance of destination marketing research; The destination marketing research process; Who does destination marketing research; Destination marketing research areas*). Destination Marketing Research Challenges.

Destination Branding and Positioning (3hh)

Different Terminologies of Place Branding. Different Levels of Destination Branding. Destination Brand Management (*Stakeholders in destination branding; Positioning; Promotion; Destination brand monitoring*). Applications and examples of tourism destination branding. Benefits of Strong Destination Brands.

Destination Image Development and Communication (3hh)

The Nature of Destination Image. Measurement of Destination Image. Destination Image Building. Destination Image

Change.

Distribution Channels in Destination Marketing and Promotion (3hh)

The Intermediation Terminology. The Evolution and Transformation of the Intermediation Process.

Destination Marketing Systems: Strategic Factors for Functional Design and Management (3hh)

Functions of Destination Marketing Systems. Destination Marketing System Sophistication and Web Marketing Success. Determining Factors of Website Sophistication and Web Marketing Success (*Financial commitment; Technology competence; Innovativeness; Absorptive capacity*).

eTourism: Critical Information and Communication Technologies for Tourism Destinations (2hh)

Consumer and Demand Dimensions. Technological Innovation (*Interoperability; Website design and analysis; Modelling*). Industry Functions (*Strategic management; Online marketing*).

Web 2.0, the Online Community and Destination Marketing (2hh)

The Importance of Information in Tourism Distribution. An Introduction to Web 2.0. Understanding the Virtual Tourist Community. Web 2.0, Virtual Community, Tourism Destinations and Destination Management.

Events and Destination Management (4hh)

Event Tourism. The Importance of Branding. Destination Marketing (*model of Jago et al., 2003; A point of event differentiation; Longevity/tradition of the event; Cooperative event planning; Media coverage of an event; The event portfolio; Changing or enhancing a destination's brand; Making events more effective tools for destination branding*).

Collaborative Destination Marketing: Principles and Applications (3hh)

An integrative framework for collaborative destination marketing (Wang and Fesenmaier, 2007) (*Preconditions for marketing alliances; Stages of marketing alliance formation; Outcomes of marketing alliances*). Destination Marketing: Competition, Cooperation or Coopetition? (*Forms of business relationships in destination marketing; The driving factors for relationship configuration in a destination; Leadership of the local DMO; Cooperation versus competition – the strategic choices of the destination*).

Tourism Development and Destination Residents Community (3hh)

Positive and Negative Impacts of Tourism on residents community (*Predictors of resident perceptions of tourism; Residents' needs; Factors that affect the intensity and direction of tourism impacts*).

The Importance of Safety and Security for Tourism Destinations (2hh)

Safety and Security Incidents. Motives and Targets of Perpetrators and the Location of Security Incidents. Impacts of Security and Safety Incidents. Media Coverage and Image Perception Management During Safety and Security Incidents. Prevention, Reduction, Mitigation and Recovery from Safety and Security Incidents.

Destination Crisis Management (3hh)

General importance of crisis and tourism. Significance and importance of tourism crisis management. Why is crisis planning needed in tourism destinations? Definitions and Explanations (*Types of disasters; Types of disaster impacts; Measurement of disaster impacts; Primary threats to tourists; Tourists as vulnerable populations*). The Functions of Crisis Management. Cases of Applied Crisis Management Plans.

Destination Competitiveness and Sustainability (3hh)

The Nature of Tourism Destination Competitiveness. Model of Destination Competitiveness and Sustainability (Ritchie and Crouch, 2003). An Overview of the Components of the Model (*The global (macro) environment; The competitive (micro) environment; Core resources and attractors; Supporting factors and resources; Destination policy, planning and development; Destination management; Qualifying and amplifying determinants*).

Destination Management: Challenges and Opportunities (3hh)

15 Cs' framework of Fyall et al. (2006).

TEACHING METHODS

Riportare una (o più) delle seguenti voci: Theoretical lessons, Classroom tutorials, Laboratory tutorials, Project works, Technical visits, Other activities (specificare).

Se utile, riportare ulteriori dettagli, come specificato nell'esempio riportato nella scheda in lingua in italiana.

The course consists of 56 hours of classroom lessons, articulated in lectures and case studies analysis (individual and group project work). The project work may be completed at home by the participants and then discussed in class.

EVALUATION METHODS

Riportare una (o più) delle seguenti voci: Intermediate verifications, Written examination, Discussion of a project work, Practical test, Oral examination, Other methods (specificare).

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The evaluation of learning outcomes is carried out through oral examination and a presentation of a case study.

To take the exam, it is necessary to register on Esse3 system and bring a valid identity document, in addition to the booklet.

No intermediate tests (with grades) are scheduled during the course, but only self-assessment tests of acquired knowledge (without grades).

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

Riportare in lingua inglese i contenuti riportati nella scheda in lingua in italiana.

Destination Marketing and Management: Theories and Applications

Edited by Y Wang, A Pizam, University

Materials for study (slides and documents) will be available online.

INTERACTION WITH STUDENTS

Riportare in lingua inglese i contenuti riportati nella scheda in lingua in italiana.

The teacher will be available to meet students outside the classroom (regular office hours will be announced once the lessons calendar will be defined)

In addition to weekly reception , students can reach the teacher via mail at roberto.micera@libero.it

EXAMINATION SESSIONS (FORECAST)¹

Riportare le date inserite nella scheda in lingua italiana

10/07/2017, 24/07/2017, 11/09/2017, 13/11/2017, 09/02/2018; 02/04/2018

SEMINARS BY EXTERNAL EXPERTS YES NO

FURTHER INFORMATION

¹ Subject to possible changes: check the web site of the Teacher or the Department/School for updates.