



مركز الاعتماد
وَضْمَانِ الجُودَةِ
ACCREDITATION & QUALITY ASSURANCE CENTER



The University of Jordan
Accreditation & Quality Assurance Centre

Course Syllabus
Tourism Destination Management

1	Course title	Tourism Destination Management
2	Course number	2603223
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	N/A
5	Program title	BA in Tourism Management
6	Program code	31
7	Awarding institution	University of Jordan
8	Faculty	Faculty of Archaeology and Tourism
9	Department	Tourism management
10	Level of course	3
11	Year of study and semester (s)	2016/2017 first term
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	N/A
14	Language of Instruction	English
15	Date of production/revision	Sept 2016

16. Course Coordinator:

Dr. Nour Alokaily
n.okaily@ju.edu.jo
 11-12 AM Monday/Wednesday

17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed.

18. Course Description:

Managing destinations is an area of growing importance as tourism regions compete to provide unique experiences and exceptional value to visitors. Principles and concepts of building strong destinations are explored to assist future tourism professionals in establishing stronger regional tourism organizations while responding to the needs and wants of community residents.

19. Course aims and outcomes:

A- Aims: This course aims to introduce students to tourism destination management.
B- Intended Learning Outcomes (ILOs): After successful completion of this course, students will be able to:
1. Synthesis different concepts related to tourism destination such as types of destination, basic elements of tourism destination, and destination life cycle.
2. Understand how DMOs assess a given destination competitiveness and set strategic vision and goals for the purpose of sustainable development.
3. Know and assess the different frameworks for tourism destination management.
4. Understand how to develop and market tourism products, and the importance of public-private sector partnership in this process.
5. Understand how branding and positioning can be implemented to enhance a given destination competitiveness.
6. Synthesis different concepts related to tourism destination such as types of destination, basic elements of tourism destination, and destination life cycle.

20. Topic Outline and Schedule:

Topic	Week	Achieved ILOs
Introduction to Destination Management	Week 1	Lecture and discussion
Introduction to Destination Management	Week 2	Lecture and discussion
strategic planning process	Week 3	Lecture and discussion
Positioning and Branding the Destination	Week 4	Lecture and discussion
Positioning and Branding the Destination	Week 5	Lecture and discussion
Mid-term exam	Week 6	
Marketing the Destination	Week 7	Lecture and discussion
Developing Destination Products	Week 8	Lecture and discussion
Developing Destination Products	Week 9	Lecture and discussion
Organizing for Destination Management	Week 10	Lecture and discussion
Organizing for Destination Management	Week 11	Lecture and discussion
Revision and submission of coursework	Week 12	
Final exam	Week 13	

21. Teaching Methods and Assignments:

Lecturing, discussions, group work and researches.
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22. Evaluation Methods and Course Requirements:

This course is based on a continuous assessment method, including:
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1. 30% for the mid-term exam.
2. 20% for coursework and class participation.
3. 50% for the final exam.

23. Course Policies:

1. Attend all classes on time. Students arriving late in their class will not be allowed in the classroom. Punctuality is highly valued!
2. Contribute to lectures by expressing your views, and equally listen and try to understand those of other students.
3. Show respect for other members of the group and respect our differences in sub-culture, gender... etc. This should help us to develop a team approach to studying and to benefit from the diversity of class members' experiences.
4. Develop strong time management skills so as you are able to meet the required deadlines for the tasks and assignments.
5. Any assignment submitted or exam taken other than the agreed deadline will NOT be considered without real justifications.

24. Required equipment:

Data show

25. References:

A- Required book (s), assigned reading and audio-visuals:

A handbook is available. The information contained in the handbook has been adapted from:

UNWTO (2007). *A Practical Guide to Tourism Destination Management*. Madrid: Spain.

B- Recommended books, materials, and media:

Howie, F. (2003). *Managing the tourist destination*. Continuum: London.

Hu, Y. and Ritchie, J. (1993). Measuring Destination Attractiveness: A Contextual Approach. *Journal of Travel Research*, 32(3), 25-34.

Kirshenblatt-Gimblett, B. (1998). *Destination culture: tourism, museums, and heritage*. Berkeley: University of California Press.

Page, S.J. (2003). *Tourism Management: Managing For Change*. Oxford: Butterworth Heinemann

26. Additional information:

Name of Course Coordinator: -----Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: ----- -Signature: -----

Copy to:
Head of Department
Assistant Dean for Quality Assurance
Course File