

UNIVERSIDAD SAN FRANCISCO DE QUITO
Culinary Art, Hospitality and Tourism School
COURSE: Destination Marketing
Semester: 201810 - NRC: 4899
Schedule: Monday-Friday 9:00am – 11:50 (GAIAS)
Fall 2018

Instructor: Rich Harrill, Ph.D.

Overview

Travel industry management describes the role of tour agencies, tour operators, tour guides, transportation providers, and attractions as critical sectors of the tourism industry.

However, the globalization of the travel industry necessitates that this complex network of service providers must be viewed at the macro-destination level, focusing on increasing leadership roles of destination management organizations (DMOs) and convention and visitor bureaus (CVBs) in organizing and assisting these industry players.

Because travel and tourism is the most important source of revenue for many communities, state, regions, and nations, students will learn to explore the global job market as economic development professionals specializing in tourism and destination management.

This course is taught in a multi-media style—employing lectures, video, Power Point, and Internet. Narrative and storytelling, supported with relevant case studies and examples, are frequently employed to convey the evolution, complexity, and dynamism of the travel industry. Exercises and examinations in the course emphasize the mastery of key ideas, concepts, and critical thinking, rather than rote memorization.

Learning Objective Outcomes

Tourism students in general will achieve the following learning objective outcomes, in addition to those specific to this course:

- Identify, evaluate, and explain tourism impacts on the host community and global environment

- Examine and apply tourism policy and planning principles to match the needs of diverse stakeholders, destinations, and environments
- Demonstrate an understanding of the concepts and characteristics of tourism as an academic field of study
- Understand the products, processes, and structures and interactions in the tourism system
- Apply business management principles to identify problems and utilize analytical reasoning to formulate local-to-global solutions

Students will come to understand travel and destination management as a totality of individuals, businesses, organizations, agencies, communities, cities, attractions, built environments, and virtual environments. Within this context, students will:

- Develop a fundamental understanding of what makes destinations unique, marketable, and developable
- Identify social, environmental, and economic factors that influence travel and destination management
- Identify demographic segments and market niches of interest to destination marketers and managers
- Explore the role of place branding in creating and maintaining competitive destinations
- Recognize the leading role that destination management organizations (DMOs) and convention and visitors bureaus (CVBs) make as economic development organizations
- Understand some appropriate research strategies used by travel and destination marketers and managers
- Comprehend the destination marketing and management industry from local to international level

Mechanics

Attendance will be taken. It is important that young adults cultivate the habit of being at a designated location promptly and consistently. *If you do not respond when your name is called, you will be considered absent from the class.* In the event that a student finds it necessary to be absent from class, it is the student's responsibility to make up resulting deficiencies. You will only be allowed to make up examinations.

Students will be allowed two unexcused absences. If a student misses a class due to illness, medical or other emergency, the student must provide appropriate documentation with contact information. *It is the student's responsibility to provide this documentation unprompted by the instructor.*

Course information will be conveyed through a combination of lectures, videos, in-class exercises or any combination thereof. College level students are expected to be adept at note taking.

Textbook and Class Organization

The **suggested** textbook for this course is *Destination Marketing Essentials* (Pike, 2016), published by Butterworth-Heinemann.

Class lectures and discussions will be largely organized around the chapters in this textbook.

Additional readings will be assigned throughout the semester, posted on Blackboard, and handed out before class.

Etiquette

The instructor regards the classroom as a “learning community.” The following rules of etiquette will help students remain citizens of this community in good standing:

- Students will turn off any electronic devices before entering the classroom. *These devices will remain off for the duration of the class period.*
- No electronic devices will be visible in this class. *Personal computers, laptops, notebooks, and phones are not necessary for this class*—all class assignments requiring technology will be conducted by the instructor from the classroom computer.
- Please do not provide “clues” that class is over or will soon be over.
- Please do not consume conspicuously.
- Students are expected to be attentive and responsive to class. Merely being “present” for class does not constitute adequate class participation.
- Students will only receive participation credit for class contributions that are positive and constructive.
- Rudeness to another student will not be tolerated.

- Please be aware that your body language provides clues as to your interest in the class.
- Sleeping in class is considered both an absence and nonparticipation.
- Please refrain from chatting with classmates during class.
- Students are expected to attend the entire class period, regardless of activity. If a student knows he or she will be late or have to leave early, please contact the instructor before class. The instructor regards all lectures, exercises, and activities as “important.”
- According to custom (and university policy), students are to wait at least fifteen minutes should the instructor be late for class.
- If there is an official university cancellation, any assignments, exams or readings will automatically be due the next official class period.
- Make-up examination will not be given unless the instructor is contacted at least 24 hours before the scheduled test.
- Noticeable failure to observe class etiquette is considered “nonparticipation” and counts against the participation grade.

Measures

Grades are a measure of your ability to master the required material within a specified time. I will use several means to measure your progress, with final grades based on a summary of all measures, weighted as follows:

| Category | % of Final Grade |
|----------------------------|------------------|
| Examination 1 | 30% |
| Examination 2 | 30% |
| Destination Studio project | 20% |
| Attendance | 10% |

| | |
|---------------------------------|------|
| Etiquette/participation/quizzes | 10% |
| Total | 100% |

A final examination is optional and provided as an opportunity to improve your grade. If a student elects to take the final examination, final grades will be weighted as follows:

| Category | % of Final Grade |
|---------------------------------|-------------------------|
| Examination 1 | 20% |
| Examination 2 | 20% |
| Destination Studio project | 20% |
| Final Examination | 20% |
| Attendance | 10% |
| Etiquette/participation/quizzes | 10% |
| Total | 100% |

Grading Scale

USFQ Grading Scale:

A: 91 - 100

B: 81 - 90

C: 71 - 80

D: 61 - 70

F: < 60

Examinations will be *comprehensive*, covering all material provided in lectures, class discussions, handouts, and textbooks. Any of these materials will be considered “fair game” concerning examination questions. Late assignments will be lowered by a letter grade each weekday not submitted. The instructor *will* give “pop” quizzes to assure mastery of course materials.

Questions concerning grades received on any class assignments will be brought to the instructor’s attention both verbally and *in writing*. An appointment will be made between the instructor and student to discuss questions or discrepancies.

Tentative Schedule

Please note that the schedule is tentative and the instructor reserves the right to provide alternative topics to achieve learning outcomes for the class:

Week 1: Lectures

Day 1: The study of destination marketing

Day 2: The destination marketing organization (DMO) and destination competitiveness

Day 3: The role of government in destination competitiveness

Day 4: The destination marketing organization and social media

Day 5: Governance of destination marketing organizations

Week 2: Selected Lectures and Site Visits

Day 6: The destination marketing organization, disasters, crises, and dark tourism

Site Visit: Interpretation Center

Day 7: Destination marketing strategy development and research

Site Visit—Ports of Entry: Airport

Day 8: Destination branding

Site Visit—Ports of Entry: Port

Day 9: Destination image

Site Visit—Progresso

Chapter 10: Destination brand positioning

Site Visit—DMO in Malecon

Week 3: Destination Marketing Studio (Group Project)

Creating a Sustainable Destination Marketing Plan

Day 11: Project preparation: Formulating goals and objectives

Day 12: Project preparation: Study and analysis

Day 13: Project preparation: Plan and policy preparation

Day 14: Project preparation: Monitoring and feedback

Day 15: Wrap-up

POLICIES

All courses taught at the USFQ follow the USFQ Student Manual, which can be downloaded, from the [Students Manual USFQ](#)

Plagiarism: All USFQ courses are based on the learning ethics norms, research ethics and behavioral ethics described in the Honor code of the USFQ. Therefore, plagiarism in any form won't be admitted and if committed, will mean the students failure of the course.