Course Title	Tourism Destination Management		
Course Code	TTOU-310		
Course Type	This course serves as both Elective and Requirement, according to the program.		
	All Programs	Business Requirement	
Level	Bachelor (1st Cycle)		
Year / Semester	Year 3, B' Semester		
Teacher's Name	Dr Kyrillos Nikolaou		
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course will give students an understanding of the theory of destination management process within the hospitality and tourism context. Students will have an opportunity to critically analyze cases and real world situations in order to be able to evaluate situations/issues/problems from a variety of stakeholder perspectives. Students are expected to: - Explain various knowledge and concepts in the area of visitor management. - Identify situations and issues from a variety of stakeholder perspectives. - Distinguish cases and real world situations. - Evaluate specific situations in the real world of tourism/hospitality.		

Learning Outcomes	Upon completion of this course students will be able to:
	1. Recognize various concepts in the area of visitor management.
	2. Identify various issues in relation to visitor management.
	3. Evaluate various concepts, theories and principles in order to provide satisfactory experiences to the visitors.
	4. Appraise the proactive reaction on various tourism and recreation settings in managing visitor experiences.
	5. Explain revenue management contribution towards generating demand and creating marketing strategies for a hospitality property.
	6. Explain strategic pricing policies and revenue streams management methods in order to improve revenue management effectiveness
	7. Identify opportunities for strategic packaging and ways to manage distribution channels for the greatest effect.
	8. Describe the capabilities of automated revenue management systems

Prerequisites		Required	

Course Content	1. Understanding visitors, tourists and recreationists
	2. A general model of communication
	3. Helping visitors find their way around
	4. How to manage visitor information sources
	5. How to communicate with visitors
	6. Interpretation skills
	7. Understanding and getting to know your visitors
	8. Visitor attractions and visitor management
	9. National parks and visitor management
	10. Sustainability and visitor management

Teaching Methodology	The course is delivered through lectures, demonstrations, and group discussions. Add any other method that you use during your lectures

Mode of delivery	Face to face.

Bibliography	**Required**
	Morrison M., A. (2015). Marketing and Managing Tourism Destinations. Routledge
	Recommended
	Pike, S. (2015). Destination Marketing: Essentials. Routledge

Assessment	The following assessment methods are employed to assess this course:
	<table><tr><td>30 – 50 %</td><td>Final Exam</td></tr><tr><td>20 – 40 %</td><td>Mid –Term / Tests / Quizzes</td></tr><tr><td>10 – 30 %</td><td>Assignments / Projects</td></tr><tr><td>0 – 10 %</td><td>Class Attendance & Participation</td></tr></table>
Language	English