



**EU-TEMPUS IV Projekt «TETVET» 516630-TEMPUS-1-2011-1-DE-TEMPUS-JPHES  
«Teacher Education and Training in Tourism in Belarus»**

## Course description

### 1. Course title

**Tourist destination management**

### 2. Course structure

Chapter 1. Tourism policy and sustainable development (lecture)  
 Chapter 2. Tourist destination (lecture and seminar)  
 Chapter 3. Tourist destination value chain (lecture)  
 Chapter 4. Strategic planning as a prerequisite for sustainable tourism development in a tourist destination  
 Chapter 5. Designing a competitive tourist product based on destination's resources (2 lecture and seminar)  
 Chapter 6. Promoting a destination on tourism markets (2 lectures and 2 seminars)  
 Chapter 7. Innovative approaches in tourist destination management (2 lectures and 2 seminars)

### 3. Course description

Course 'Tourist destination management' is fundamental for studying principles and mechanism of tourist destination functioning. It allows to look at tourism development from strategic point of view and evaluate potential for tourism development in this or that region. Course includes 10 lectures and 6 seminars (workshops) and covers the following topics: tourism policy and sustainable development; tourist destination; tourist destination value chain; strategic planning as a prerequisite for sustainable tourism development in a tourist destination; designing a competitive tourist product based on destination's resources; promoting a destination on tourism markets; innovative approaches in tourist destination management. Each topic is described according to the following algorithm. Each chapter has a list of main goals explaining what a lecturer should learn after studying the chapter. Then one can find contents of the Chapter, short review (summary of the Chapter in 1-2 paragraphs), a list of main definitions and concepts mentioned in the Chapter, and also a list of questions to discuss with students. Each Chapter is followed by a recommended bibliography. Seminars will help to extend one's knowledge in the topics through analysis of practical examples proposed in the form of case studies and proposed questions for discussion and analysis. Proposed case studies are based on existing examples from Belarusian tourism industry. They enable to analyze specific tourist products in a particular tourist destination, to apply acquired theoretical knowledge for defining correlations between tourist products offered and destination's success. Moreover seminar participants have to develop themselves and present in small groups tourist products and methods of their promotion on tourism market. As a result lecturers acquire particular training techniques through their own participation experience in educational activities. The course also includes independent studying. Using project method participants will prepare and practice in small groups method of developing an academic session.

### 4. Requirements for the lecturer

Experience in tourism disciplines teaching, expertise in tourism and sustainable development, competencies in methodical and didactic peculiarities of teaching tourism disciplines

### 5. Trainer

**Course coordinator**  
 Klitsounova Valeria Anatolyevna

**Other team members**

Kasyanenko A., Karmazin V., Abramova I., Panko A., Borisenko N., Barinova M., Belyaeva O.

### 6. Educational institution/department

Institute of advanced training and retraining for economic lecturers of the Belarusian state economic university

### 7. Target group

Teachers of tourism disciplines, beginning tourism teachers, undergraduates

### 8. Course duration (in weeks)

1 week

### 9. Teaching language

Russian



10. Credits (1 credit+30 academic hours)	11. Overall number of hours	12. Classroom work	13. Self-studying
2	60 hours	36 hours	24 hours

**14. Course goals**

Studying main mechanisms and principles of tourist destination management, analysis of practical examples of tourist destinations, studying teaching methods of the discipline

	14.1 Learning outcomes	14.2 Learning methods	14.3 Forms of monitoring and assessment of knowledge
<b>A. Expertise</b>	<ul style="list-style-type: none"> <li>- Recall main definitions and principles of tourist destination management</li> <li>- Discern approaches and methods of destination management</li> <li>- Evaluate tourism potential of Belarus from the point of view of destination development and promotion</li> <li>- Extrapolate knowledge in tourist destination management into teaching activity</li> <li>- Compare and describe different teaching forms and methods</li> <li>- Explain main pedagogical techniques used in teaching tourism disciplines and their application in particular case</li> </ul>	<ul style="list-style-type: none"> <li>- lecture, self-study with textbooks</li> <li>- lecture, case study</li> <li>- workshop</li> <li>- project method (group work)</li> </ul>	<ul style="list-style-type: none"> <li>- recitation</li> <li>- test</li> <li>- устный опрос</li> <li>- project defense</li> </ul>
<b>B. Methodical and didactic competencies</b>	<ul style="list-style-type: none"> <li>- Generalize acquired knowledge and use them while developing methodical and didactic materials about tourist destination management</li> <li>- Use methods of tourism discipline teaching learned within the course</li> <li>- Design own methods of teaching and presenting materials of the discipline</li> <li>- Use assessment and feedback methods in teaching activity</li> </ul>	<ul style="list-style-type: none"> <li>- seminar</li> <li>- workshop</li> <li>- business game</li> </ul>	<ul style="list-style-type: none"> <li>- recitation</li> <li>- field work</li> </ul>
<b>C. Interdisciplinary competences, soft skills</b>	<ul style="list-style-type: none"> <li>- Design and propose approaches to solving methodical problems in particular disciplines</li> <li>- Develop own approaches to planning teaching activities</li> <li>- Generate own case-studies dedicated to discipline's topic</li> <li>- Evaluate projects in tourist destination management</li> <li>- Apply acquired knowledge in strategic planning in teaching</li> </ul>	<ul style="list-style-type: none"> <li>- seminar</li> <li>- workshop</li> <li>- project method</li> </ul>	<ul style="list-style-type: none"> <li>- field work</li> <li>- recitation</li> <li>- project defense</li> </ul>

15. Topics/Contents	16. Classroom work	17. Number of hours for self-studying
<b>Topic 1. Tourism policy and sustainable development: tourism and its role in regional development; "tourism policy"</b>	2 hours	2 hours Make up a list of main



concept. Belarusian tourism policy; external environment (political, economic, legal, ecological, technological) and its influence in tourism development in the region; sustainable development principles in tourism; “sustainable tourism” and “sustainable tourist destination” concept.		definitions and concepts
<b>Topic 2. Tourist destination:</b> tourist destination concept and its main components; SWOT- analysis as a means of evaluating tourist destination and identification of strategic advantages.	4 hours	2 hours Prepare a short presentation to deliver on seminar
<b>Topic 3. Tourist destination value chain:</b> peculiarities of tourist services; value chain in tourism, tourism service structure and service experience; tourist service quality as a precondition for a competitive destination (standardization, certification, benchmarking, etc.)	2 hours	2 hours Prepare answers to key questions
<b>Topic 4. Strategic planning as a prerequisite for sustainable tourism development in a tourist destination:</b> strategic planning in tourism: main components and stages; main models of tourism planning and management; key players in planning process, management and tourism policy implementation; partnership as a necessary component for tourism development in the region.	6 hours	4 hours Make up a summary of the topic
<b>Topic 5. Competitive tourist product development on the basis of destination’s resources:</b> tourist product concept: contemporary approaches and concepts (product lifecycle, three levels of a product, etc.); “unique selling proposition” as a basis for competitive tourist product of destination; contemporary approaches and techniques of regional tourism product development (tourism product “scenario”, “experience wheel”, etc.).	6 hours	4 hours Draw up a table of comparative analysis of different techniques of regional product development
<b>Topic 6. Destination’s promotion on tourism markets:</b> integrated marketing communications and their implementation in tourism; target markets in tourism: defining strategic priorities, awareness level and attitude towards destination; brand development (theme, logo, slogan, etc.) for a destination as a basis for marketing communications and successful positioning.	8 hours	6 hours Make up a summary of the topic
<b>Topic 7. Innovative approaches on tourism destination management:</b> DMO – Destination Management / Marketing Organization. Evolution of DMO concept. From destination management to destination governance; cluster as a basis for innovative destination management system: international and Belarusian experience; Greenways concept as tool for partnership, management and promotion of a tourist destination.	8 hours	4 hours Identify common and unique features in the domestic and international experience of destination management

18. Forms of monitoring and assessing of acquired knowledge		
18.1 Forms of monitoring	18.2 Percentage ratio	18.3 Assessment criterion
Project preparation	50 %	Project topic urgency Validity of project promotion direction Usage of main techniques of tourist product formulation Innovativeness
Project defense (presentation)	50 %	Presentation is relevant to course contents, includes case study design in small groups and presentation within a group.



Overall sum:	100 %
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### 19. Admission conditions to monitoring and evaluation of knowledge (exam)

Regular attendance of lectures and seminars. 100% fulfilment of tasks for self-studying.

### 20. Document proving successful course fulfilment

Joint certificate of Belarusian Association "Country Escape", Institute of advanced training and retraining for economic lecturers of the Belarusian state economic university, Tourism department of the Ministry of sports and tourism of the Republic of Belarus

### 21. Organizational instructions

#### 21.1 Venue

Institute of advanced training and retraining for economic lecturers of the Belarusian state economic university

#### 21.2 Recommended number of course attendees

20-25 people

### 22. Bibliography

Author; Year; Title; Place of publication; Link

#### 22.1 Main references

Тарасенок А.И. Маркетинг туристических дестинаций: учебно-практическое пособие / А. И. Тарасенок; УО "Белорусский государственный экономический университет", 2011

Дурович А.П., Кабушкин Н.И. 2003; Организации туризма, Мн.: Новое знание.

Кабушкин Н.И. 1999, Менеджмент туризма. Мн.: БГЭУ

#### 22.1 Additional references

More references will be added