

## Syllabus

### Course description

<b>Course title</b>	Destination Management
<b>Course code</b>	31000
<b>Scientific sector</b>	ECON-07/A
<b>Degree</b>	Master in Tourism Management
<b>Semester and academic year</b>	1st Semester 2025/2026
<b>Year</b>	1st study year
<b>Credits</b>	6
<b>Modular</b>	No

<b>Total lecturing hours</b>	36
<b>Total lab hours</b>	-
<b>Total exercise hours</b>	-
<b>Attendance</b>	suggested, but not required
<b>Prerequisites</b>	not foreseen
<b>Course page</b>	<a href="#">Course Offering - Enrolled from 2025 / Free University of Bozen-Bolzano</a>

<b>Specific educational objectives</b>	<p>The course refers to the typical educational activities and belongs to the scientific area of Business Administration.</p> <p>The course examines destinations as aggregating units for the development of competitive and sustainable tourism offers.</p> <p>The main goal of the course is to provide an advanced theoretical background of destination management and governance.</p> <p>The course analyses the roles and functions of governments and Destination Management Organisations (DMO), the interaction dynamics of different stakeholders, the role of different resources and competences in reaching sustainable competitive advantage, the challenges of planning and developing sustainable and competitive tourism destinations and products. Through the use of case studies and in-class discussions, theoretical models will be applied to destinations at different stages of their lifecycles, at local and international level, from both developed and developing economies.</p> <p>Upon the successful completion of the course, students will have advanced knowledge and understanding of the management of tourism systems, destination competitiveness, the functions of DMOs, stakeholder engagement and partnering, resource integration into the</p>
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	planning and development of sustainable destinations and products. Throughout the course, theories applied to the management of tourism destinations are critically reflected, and their limits delineated.
<b>Lecturer</b>	Prof. Matthias Fuchs, <a href="mailto:matthias.fuchs@unibz.it">matthias.fuchs@unibz.it</a> , Campus Bruneck-Brunico, 3 <sup>rd</sup> Floor NOI Techpark, Office Room BK NOI 3.10; <a href="#">Matthias Fuchs / Free University of Bozen-Bolzano</a>
<b>Scientific sector of the lecturer</b>	SECS-P/08
<b>Teaching language</b>	English
<b>Office hours</b>	<a href="#">Timetables / Free University of Bozen-Bolzano</a>
<b>List of topics covered</b>	<ul style="list-style-type: none"> <li>• Destinations in the tourism system</li> <li>• The role of resources and attractions in tourism destinations</li> <li>• Destination Management Organisations: issues and challenges</li> <li>• Destination competitiveness</li> <li>• The development of sustainable tourism products</li> <li>• Sustainable destination planning and policies</li> <li>• Service Design Thinking for tourism destinations</li> </ul>
<b>Teaching format</b>	<p>Frontal lectures with intense interaction.</p> <p>Overall, the course is delivered by means of lectures, case studies analyses and students' presentations. Theoretical issues will be introduced during the lectures, which in turn will constitute the basis for in-class discussions based on academic papers and case studies. There will be ample opportunities to ask questions.</p>
<b>Learning outcomes</b>	<p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• System theories related to tourism</li> <li>• Theories, frameworks, models, and processes that can assist destination managers in the complex task of thriving sustainable competitiveness</li> <li>• Interaction dynamics between different stakeholders</li> <li>• Destination product development</li> <li>• Destination leadership, coordination and governance</li> </ul> <p>Applying knowledge and understanding</p> <ul style="list-style-type: none"> <li>• To take informed decisions in the development of successful strategies in the management of destinations</li> <li>• To assist tourism destinations in reaching sustainable competitiveness</li> </ul>

	<ul style="list-style-type: none"> <li>• To create tourism products based on the sustainable use of local resources</li> <li>• To coordinate different stakeholder for the successful leadership and governance of destinations</li> </ul> <p>Making judgments</p> <ul style="list-style-type: none"> <li>• Ability to evaluate and select the appropriate theories, frameworks, and models to take sustainable successful actions in destination development</li> <li>• Ability to evaluate, select, and interpret the relevant data to take successful actions in destination management</li> </ul> <p>Communication skills</p> <ul style="list-style-type: none"> <li>• Verbal and written communication skills to present in a consistent and convincing way the development of competitive and sustainable strategies for tourism destinations</li> <li>• Communicate, information, ideas, problems, and solutions related to the identification and exploitation of market opportunities in the context of the management of destinations</li> </ul> <p>Learning skills</p> <p>The part of the course focusing on systems and theories will enable the students to independently explore how current issues occurring in different industries are affecting the management and competitiveness of destinations.</p>
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<b>Assessment</b>	<p><u>ATTENDING STUDENTS:</u> One presentation during the semester (30%); final written exam (70%).</p> <p>Results of assignments, project work and classroom work are valid for the academic year only in which these activities have taken place and results of these activities cannot be carried over beyond that time frame.</p> <p>The presentation will require students to work in groups and to utilize service design thinking to prepare a sustainable and competitive product/service for a tourism destination.</p> <p>Beside the presentation, students are required to submit a printed copy of the slides with comments in a report format.</p>
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	<p>The written exam consists of open questions. The open questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining current challenges in managing sustainable competitive destinations.</p> <p>The final written exam will last <b>90 minutes</b>.</p> <p><u>NON-ATTENDING STUDENTS:</u> Final written exam (100%). The final written exam consists of open questions. The open questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining current challenges in managing sustainable competitive destinations.</p> <p>The final written exam will last <b>120 minutes</b>.</p>
<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	<p><u>EVALUATION CRITERIA:</u> Students will gain marks by providing evidence of:</p> <ul style="list-style-type: none"> <li>• Advanced understanding of theories</li> <li>• Critical skills in identifying the practical implications of the theories studied during the course</li> <li>• Ability to apply theoretical concepts to different destination contexts</li> <li>• Critical and analytical skills in understanding and solving destination problems and challenges</li> <li>• Innovative and forward thinking</li> <li>• Ability to explain, discuss and synthesise in their own words theoretical concepts.</li> </ul> <p><u>ATTENDING STUDENTS:</u> The exam will be divided into 2 parts: questions in part 1 will mainly require the presentation and discussion of theories. Questions in part 2 will require a discussion of the application of theories to different contexts and destinations.</p> <p>Points to the presentations will be granted upon the group's ability to explain, discuss and synthesise in own words theoretical concepts reported in academic papers and to apply them to the case study.</p> <p><u>NON-ATTENDING STUDENTS:</u> The final written exam will be divided into 3 parts: questions in part 1 will mainly require the presentation and discussion of theories. Questions in part 2 will require</p>

	a discussion of the application of theories to different contexts and destinations. Questions in part 3 will require a discussion of a specific topic and/or case from an academic perspective.
<b>Required readings</b>	Morrison, A. (2019). <i>Marketing and managing tourism destinations</i> . Second edition. New York: Routledge.
<b>Supplementary readings</b>	Additional academic papers and case studies will be made available by the professor on Reserve Collection.