

Travel & Destination Management

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