



Syllabus of the course «Destination management»

Specialty	242 «Tourism and Recreation»
Study Programme	«Tourism»
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	elective
Language	English
Term	second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester
ECTS credits	5
Workload	Lectures – 24 hours. Practical studies – 24 hours. Laboratory studies – 0 hours. Self-study – 102 hours.
Assessment system	Grading including Exam
Department	Department of tourism, building 1, auditorium 316, phone: (057)758-77-26 (ext. 451), website: http://tourism.hneu.edu.ua/
Teaching staff	Volodymyr Yermachenko, PhD in Economics, professor
Contacts	Yvyyer@gmail.com
Course schedule	Lectures: according to the schedule Practical studies: according to the schedule
Consultations	At the Department of tourism, offline, according to the schedule, individual, PNS chat.
Learning objectives and skills:	
is to form a system of knowledge and practical skills to assess and analyse the tourism potential of the region to make effective management decisions at the strategic and operational level aimed at developing the destination	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
-	-
-	-
Course content	
Module 1. Characteristics of tourist destinations	
Topic 1. Tourist destination as a category of sustainable tourism.	
Topic 2. Features of the emergence, creation and functioning of tourist destinations.	
Topic 3. Territory of a tourist destination. Tourism and local government.	
Topic 4. Destination management and marketing organisations	
Module 2. Destination management	
Topic 5. Principles and methods of tourist destination management	
Topic 6. Managing a tourist destination as an ecosystem	
Topic 7. Ways to increase the attractiveness of a tourist destination.	
Theme 8. Digital technologies for managing tourist destinations.	



Theme 9. Methods of assessing the quality of tourist services in the destination.

Topic 10. Evaluation of the effectiveness of tourist destination management.

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.