



Syllabus

HOS 227 Destination Marketing

General Information

Date

September 21st, 2017

Author

Unknown Author

Department

Business

Course Prefix

HOS

Course Number

227

Course Title

Destination Marketing

Course Information

Credit Hours

3

Lecture Contact Hours

3

Lab Contact Hours

0

Other Contact Hours

0

Catalog Description

This course is designed to provide an in-depth study of the variety of organizations and strategies utilized to market a destination. The student will study marketing management as it relates to a destination. The student will be exposed to the structures of destination marketing organizations, funding sources, and operations. There will be opportunities for the student to apply marketing management theory, utilizing authentic destination/marketing organizational models. This course provides an understanding of the various careers in destination marketing organizations.

Key Assessment

This course does not contain a Key Assessment for any programs

Prerequisites

None

Co-requisites

None

Grading Scheme

Letter

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Vitality

Inquiry

Perseverance

Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Define destination marketing and the differences with other types of marketing.
2. Identify and explain the major differences between the five levels of destination marketing.
3. Analyze the various segments targeted in a national destination marketing strategy.
4. Evaluate the importance of a national destination marketing strategy.

Program Affiliation

This course is required as a core program course in the following program

AAS Hospitality and Tourism Management - Tourism Management

Outline of Topics Covered

Module A – Destination Marketing Basics

- Components necessary to market a destination.
- Destination Requirements
- DMAI Website
- History of DMO's
- DMO as a facilitator
- Levels of a DMO
- Role of convention centers in destination marketing.
- Theory of facilitator services.
- Historical development of destination marketing organizations.
- Understand the role of destination marketing organizations in Tourism.

- Organization and Management of a Destination Marketing Organization
- Funding sources of Destination Marketing Organization

Module B – Destination Marketing Sales

- Visitor markets and their economic importance
 - a. leisure market
 - b. group tour market
 - c. convention/meetings market
- Dynamics of sales.
- Salesmanship skills.
- Development and implementation of marketing plans.
- Utilization of an advertising agency to achieve destination marketing goals
- Functional divisions of a DMO
- Marketing Plan

Module C – Destination Marketing Analysis

- Study an authentic destination.
- Apply Destination Marketing theory to an authentic destination model.
- Understand how a destination manages visitorship to maintain a balance between the environment, history, development and the residents' quality of life.
- Participate in presentations from Destination Marketing professionals.
- Utilizing technical writing skills and create a formal written report.