

COURSE CODE: TOUR 225

COURSE TITLE: Emerging Trends in Destination Management

Calendar Description

This course explores current and emerging trends in the global tourism and hospitality sector with an emphasis on the challenges facing destination management organizations (DMOs).

Specifically, the course will address current and emerging topics including functional structures and processes, the role of intermediaries, destination evaluation, the role of assets such as cultural and natural destinations, and the impact of overtourism, sustainability and authenticity.

Prerequisite(s): TOUR 105 or BUAD 115 or BUAD 206

Co-requisite(s): None

Prerequisite For: None

Substitutable Courses: None

Graduation Requirement: Tourism Management Diploma

Transfer Credit: Yes

Special Notes: This course is heavily secondary research based and involves a significant level of academic writing and presentations.

Credits: 3

Hours per Week: 3

Originally Developed: August 2020

EDCO Approval:

CHAIR'S APPROVAL: 

Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Define** the scope of destination management and its many complexities.
 - 2 **Identify** and assess 10 major trends or forces that will impact tourism destination management.
 - 3 **Examine** industry sector trends and their implications for the future role and development of Destination Marketing & Management Organizations (DMMO's).
 - 4 **Analyze** and evaluate possible solutions to issues facing DMMO's and the tourism sector.

Course Objectives

- Objectives This course will cover the following content:
- 1 The current state of DMMO development with particular reference to British Columbia.
 - 2 Internal factors that impact future trends including products, services and support systems.
 - 3 External factors that impact future trends including social, political and economic trends.
 - 4 Particular attention will be given to key issues facing the tourism sector including but not limited to environmental elements that impact future trends, corporate social responsibility, sustainable design and management and technological innovation in communications, service delivery and transportation in the context of the tourism and hospitality industry.

Professors

| Name | Phone Number | Office | Email |
|-----------------------------|--------------|--------|--|
| (Course Captain) Tania Rutt | 250.864.5681 | B209 | trutt@okanagan.bc.ca |

Evaluation Procedure

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|-------------------------------|--------------|
| Learning Activities | 20 % |
| Midterm Exam | 20 % |
| Individual essay | 25 % |
| Team Project and Presentation | 35 % |
| Total | 100 % |

Detailed information about assignments and how they are evaluated will be given in class, but some general notes are provided below:

Learning Activities (20%)

These short assignments are intended to incentivize your active and thoughtful preparation/ participation. They will be assessed as fully meets expectations/full marks, partially meets expectations/half marks, does not submit/no marks.

Midterm Exam* (20%)

Short-answer and paragraph responses covering content from required texts and concepts from lectures.

Final Summative Assessment: Reflective Essay* (25%)

Cumulative, requires demonstration of learning outcomes in the form of a 1500-word essay citing course reading/activity (APA).

***YOU MUST ACHIEVE A PASSING AVERAGE BETWEEN THE MIDTERM EXAM AND THE FINAL SUMMATIVE ASSESSMENT TO RECEIVE CREDIT IN THE COURSE**

Group Project (35%)

Your team will submit a charter/workplan, mid-point presentation of outline, deliver a 15-20min summary presentation and submit a formal written report

Submission Policy

All deliverables must be submitted via the appropriate Moodle dropbox on or before the due date unless an extension is approved in advance. Late submissions will receive a mark deduction penalty as determined by the professor.

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| What is the acceptable and approved use of Artificial Intelligence (AI) in this course? |
| Generative AI tools are not permitted unless explicitly stated otherwise |
| The use of generative artificial intelligence tools is strictly prohibited in all course assignments unless explicitly stated otherwise by the instructor in this course. This includes ChatGPT and other artificial intelligence tools and programs. Whenever generative AI tools are permitted and used, they must be appropriately cited. (See How to cite ChatGPT (apa.org)) |

Required Materials

Required reading in this course consists of the following two e-publications:

- **Destination Management Handbook: A Guide to the Planning and Implementation of Destination Management.** Available from: World Bank Group, free download and under tab 'Materials' on course website. <https://documents.worldbank.org/en/publication/documents-reports/documentdetail/099451003012313859/idu07402ad17053a5043c909eb80cd040870838c>
- Morrison, Alastair M. **Marketing and Managing Tourism Destinations.** Available from: VitalSource Bookshelf, (3rd Edition). Taylor & Francis, 2023. <https://www.vitalsource.com/educators/products/marketing-and-managing-tourism-destinations-alastair-m-morrison-v9781000876161>

The professor will advise on what parts of the two required readings you must complete and when, and which parts are recommended. **Class readings from the WB Handbook are labelled as WB+the section number. Class readings from the Morrison text are labelled as AM+the chapter number.**

The course may also make use of current articles and case studies relevant to the various topics within the course, as assigned or recommended by the professor.

Travel Beyond – Destination Think Podcast

Destination Development and Management Implementation Guide - [Destination BC Implementation Guide](#)

Overbooked – The Exploding Business of Travel and Tourism

Towards a Regenerative Travel & Hospitality Economy – [Envisioning Tourism in 2030 and beyond](#)

Notes

This course is essentially an elective seminar that will employ class discussion and secondary research to achieve the learning outcomes. In this sense, the course will be like special courses that require travel and observation except we will not be traveling physically, only in a virtual sense.

Course Schedule

(Subject to change at the discretion of the professor)

| Date | | Topic | Textbook |
|------------------|----|--|--|
| 2025 Week of: | | Monday, January 6 th , First day of class Friday, January 17 th , Last day to register for Winter 2025 Friday, January 17 th , Last day to withdraw from class without academic penalty Monday, February 17 th , Statutory Holiday (no classes) Tuesday, February 18 th – Friday, February 21 st , Mid-semester break (no classes) Friday, April 11 th , Last day of classes Friday, April 18 th and Monday, April 21 st – Statutory Holidays (no classes) Tuesday, April 15 th – Tuesday, April 29 th – Final Exam Period | Chapter(s): |
| Jan 6 | 1 | <ul style="list-style-type: none"> Course Introduction: LO's, assessment schedule, class schedule Overview of Destination Management & DMO's Assignment: Individual Baseline Top 10 Trends List | AM1 and WB1 |
| Jan 13 | 2 | <ul style="list-style-type: none"> What is Destination Management? Destination Sustainability and Social Responsibility 'In the News' presentations Case study selected from both publications for discussion | AM2, AM4 |
| Jan 20 | 3 | <ul style="list-style-type: none"> Guest speaker – Introduction to research project The Destination Planning Process "In the news" presentations Team charter due | WB2 and AM 4 |
| Jan 27 | 4 | <ul style="list-style-type: none"> Learning activity: TCPS ethics tutorial Destination Research 'In the news' presentations | AM5 |
| Feb 3 | 5 | <ul style="list-style-type: none"> Destination Leadership, Coordination and Governance 'In the news' presentations Individual essay check-in | AM6 |
| Feb 10 | 6 | <ul style="list-style-type: none"> Destination Marketing (positioning, segmentation, digital strategies) | AM13, 14, 15,16 WB6 |
| 14 Feb 17 | 7 | Feb 17 Stat. Holiday & Mid-Semester Study Break Feb 18-21 (no classes) | |
| Feb 24 | 8 | <ul style="list-style-type: none"> Review and midterm Research project check-in, presentation of outline | |
| Mar 3 | 9 | <ul style="list-style-type: none"> Crisis Management Case study and in-class discussion | AM11 |
| Mar 10 | 10 | <ul style="list-style-type: none"> Group research and instructor consultation | |
| Mar 17 | 11 | <ul style="list-style-type: none"> Emerging Trends – Sustainability, Overtourism, Authenticity and Indigenous Tourism, Impact of Technology, and Global Crises. Two case studies selected from both publications for discussion Individual essay due | WB5, WB6, WB8, AM2, AM11, and AM21 |
| Mar 24 | 12 | <ul style="list-style-type: none"> Domestic and International Leisure and Business Travel Trends Product Development | AM17,18,19 |
| Mar 31 | 13 | <ul style="list-style-type: none"> The Future of Destination Management Assignment: Retrospective Group Baseline Top 10 Trends presentation and discussion | AM21 |
| Apr 7 | 14 | <ul style="list-style-type: none"> Team Project Presentations | |
| | 15 | Final Exam Period | |

Skills Across the Business Curriculum

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

Student Conduct and Academic Honesty

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.