

CBEL Code: ELE-102

Course Name: Tourism Destination Management

Duration: 40 Hours

Credits: 4		
Lecture Hours	Practical/Activity Hours	Mode
16	24	Blended

Overview: Destination management is the coordinated management of all elements that make up a destination, including the attractions, amenities, access, marketing and pricing. Managing tourism destinations is an important part of controlling tourism's environmental impacts. Destination management can include land use planning, business permits and zoning controls, environmental and other regulations, business association initiatives, and a host of other techniques to shape the development and daily operation of tourism-related activities.

Contents of lessons:

1. Travel Geography - Physical Geography and Destination Geography
2. IATA areas and sub-areas in the world
3. Tourism Destinations in South Asian Sub-continent
4. Tourism Destinations in South East Asia
5. Tourism Destinations in South West Pacific
6. Tourism Destinations in Japan and Korea
7. Tourism Destinations in Europe
8. Tourism Destinations in Middle East
9. Tourism Destinations in Africa including Indian Ocean Islands
10. Tourism Destinations in North Atlantic, Mid Atlantic and South Atlantic
11. Destination Management Companies (DMCs) around the world

Course Structure					
Lecture - Interaction	Content / Topic	Hours	Activity / Assignment Hours	Hours	Bloom's Level
L1	Introduction UNIT 1: Travel Geography: IATA areas and sub-areas	2	NA	0	1,2
L2	UNIT 1: Travel Geography: IATA areas and sub-areas	2	A1	1	1,2
L3	Unit 2 : Tourism Destinations in Travel Conference 1	2	NA	0	2,3

L4	Unit 3 : Tourism Destinations in Travel Conference 2	2	A2	1	2,3
L5	Unit 3: Tourism Destinations in Travel Conference 2	2	NA	0	2,3
L6	Unit 4: Tourism Destinations in Travel Conference 3	2	NA	0	2,3
L7	Unit 4: Tourism Destinations in Travel Conference 3	2	A3	1	2,3
L8	Unit 5: Destination Management Companies	2	NA	0	2,3
Total Hrs. of Lectures – Interaction [L1 – L8]		16			
Total Hrs. of Assignments [A1 – A3]				3	
Summative Activity Project [A4]				21	

UNIT WISE CONTENT	
UNIT 1 : Travel Geography: IATA areas and sub-areas	Travel Geography - Physical Geography and Destination Geography, IATA areas and sub-areas in the world
UNIT 2 : Tourism Destinations in Travel Conference 1	Tourism Destinations in North Atlantic, Mid Atlantic includes the Caribbean area sub-area and South Atlantic.
UNIT 3 : Tourism Destinations in Travel Conference 2	Tourism Destinations in Europe, Middle East, Africa including Indian Ocean Islands.
UNIT 4 : Tourism Destinations in Travel Conference 3	Tourism Destinations in South Asian Sub-continent, South East Asia, South West Pacific, and Japan & Korea.
UNIT 5 : Destination Management Companies (DMCs)	Case studies of Destination Management Companies (DMCs) around the world.

Suggested Study Materials & References:

1. Boniface, B., and Cooper, C. (2001), Worldwide destinations the geography of travel and tourism, Butterworth Heinemann, Oxford.
2. Rosemary Burton (1997), Travel Geography, Longman.

ASSESSMENT SCHEME					
<input type="checkbox"/> Interim Formative Class Assessment [A1-A2-A3: 3 Hours] <input type="checkbox"/> Course-end Summative Assessment [A4: 21 Hours]					
Formative Assessment- X					
Sl No.	Slot	Hours	Content / Topic	Assessment Type	Marks
A1	L2	1	Content / Topics covered in L1 & L2	Theory	20
A2	L4	1	Content / Topics covered in L1 - L4	Practical	40
A3	L7	1	Content / Topics covered in L5 – L7	Practical	40
Total [A1 + A2 + A3]					100
Summative Assessment- Y					
A4	Post L8	21	Content / Topics covered in L1 – L8	Practical: Live Project	100
<p>Computation of Final Score: [X + Y]</p> <ul style="list-style-type: none"> • X : 20% of total marks obtained out of total marks 100 in Interim Formative Assessment cumulatively (A1+A2+A3) • Y : 80% of marks obtained out of total marks 100 in Course-end Summative Assessment (A4) 					
<p>Gradation Scheme:</p> <ul style="list-style-type: none"> ▪ 90 – 100 : O : Outstanding ▪ 80 – 89 : A : Excellent ▪ 70 – 79 : B : Very Good ▪ 60 – 69 : C : Good ▪ 50 – 59 : D : Pass 					
<p>Eligibility for Certification:</p> <ul style="list-style-type: none"> ▪ Attendance & active participation in lectures/interactions. ▪ Completion/submission of all the three activities/assignments as part of Formative Assessment [A1, A2 & A3]. ▪ Obtaining minimum Grade D as per the formula for computation of Final Score stated above. <p>NB: A candidate must satisfy all the criteria mentioned in order to receive the course completion certificate.</p>					