



Course Syllabus

Course Code	Course Title	ECTS Credits
TOUR-320	Destination and Visitor Management	6
Prerequisites	Department	Semester
Senior	Management	Fall/Spring
Type of Course	Field	Language of Instruction
Compulsory	Tourism, Leisure and Events Management	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Werner Gronau	2 nd /3 rd
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	N/A

Course Objectives:

The main objectives of the course are to:

- Synthesize theory with practice in the real world of tourism/hospitality.
- Critically analyze cases and real world situations.
- Evaluate situations/issues/problems from a variety of stakeholder perspectives.
- Interact in an effective manner with customers and colleagues.
- Evaluate field-specific situations; critique ethical considerations.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. **explain** various knowledge and concepts in the area of visitor management;
2. **appraise** various issues in relation to visitor management;
3. **analyze** various issues in relation to visitor management;
4. **evaluate** various issues in relation to visitor management;
5. **evaluate** various concepts, theories, and principles in managing visitors in order to provide satisfactory experiences to the visitors;
6. **criticize** various concepts, theories, and principles in managing visitors in order to provide satisfactory experiences to the visitors;
7. **communicate and react** proactively to the stakeholders of various tourism and recreation settings in managing visitor experiences.

Course Content:

- Understanding visitors, tourists, and recreationists
- A general model of communication
- Helping visitors find their way around
- How to manage visitor information sources
- How to communicate with visitors
- Interpretation skills
- Understanding and getting to know your visitors
- Visitor attractions and visitor management
- National parks and visitor management
- Sustainability and visitor management

Learning Activities and Teaching Methods:

PowerPoint Lectures, workshop assignments - practical exercises, student presentations / assignments

Assessment Methods:

Students' PowerPoint Presentations, Assignments, Exercises, Mid-Term exam, Final exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Advanced introduction to tourism destination management	Chris Ryan	Edward Elgar Publishing	2020	9781839103902

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Tourist destination management: instruments, products, and case studies	Nazmi Kozak, Metin Kozak	Cham, Switzerland: Palgrave Macmillan	2019	978-3-030- 16981-7