Department: 14 Tourism

Course title: Destination Management: proven principles, revolving challenges and professional answers

Hours per week (SWS): 2

Number of ECTS credits: 3

Course objective: Profound knowledge of basics in destination management, including insights in major industry trends and best case examples (mainly of Switzerland)

Prerequisites: Participants must demonstrate a sound command of spoken and written English (Level B2) in order to hold presentations, actively participate in discussions, and write a written exam in English.

Recommended reading:

Teaching methods: Seminar style

Assessment methods: Written exam (80%), Active participation (20%)

Language of instruction: English

Name of lecturer: Fabian Kuehnel-Widmann

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Course content:
The course will lay out basic conditions of destination management (incoming tourism, emphasis on central European / alpine destinations). Based on different best cases present challenges in the tourism destination competition (social media, mobile solutions etc.) are displayed. The tendency of integrating destination management into an holistic location development is illustrated.

Remarks