

HTT A269: DESTINATION MANAGEMENT

Item	Value
Curriculum Committee Approval Date	04/03/2019
Top Code	130700 - Hospitality
Units	1 Total Units
Hours	18 Total Hours (Lecture Hours 18)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Get the most comprehensive guide to destination management. From tours to transportation, from entertainment to local rules of etiquette, the Destination Management Company (DMC) is the premier resource that finds the right venue, location, speaker, and vendor to ensure a highly professional and successful program. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Design a three-day event including programming, transportation, off-site tour, technology, food, and beverages for a defined niche market.

Course Objectives

- 1. Explain why it is important for DMCs to provide excellent service, and describe the ways in which they can serve their diverse group of customers and clients.
- 2. Understand the roles of program planning, prospecting, qualifying prospects, and convention service managers.
- 3. Describe the steps involved in the sales process.
- 4. Describe the process of branding a destination, and explain how branding relates to theme development and advertising.
- 5. Identify research projects typically undertaken by a DMC to establish their niche.
- 6. Describe the unique challenges faced by DMCs in product development and marketing.
- 7. Explain how DMCs can create their own products and how this is beneficial to the destination.
- 8. Describe the features of effective DMO Web sites, and explain the factors to consider when building a successful destination Web site.
- 9. Describe components of a strategic Internet marketing plan, and identify ongoing online marketing, communication, and research tasks necessary for a successful Internet marketing plan.
- 10. Describe the elements of DMC financial management, including nonprofit status, information and tax returns, internal and audited financial statements, and disclosure of information.
- 11. Describe roles, responsibilities, and other factors to be considered when forming a DMC.
- 12. Explain the importance of alliances and partnerships for DMCs, list potential alliance partners, and describe programs they may put into place.

- 13. Explain the differences between potential markets and how they pertain to the formation of a successful DMC.
- 14. Identify elements necessary for a DMC to deliver to groups regardless of size.

Lecture Content

Understanding Destination Management. Program Planning. Transportation Services. Tours. Child Care/Childrens Programs. E-business and Registration. Special Events. Food and Beverage. Additional Services. Pricing Strategies. Technology. Risk Management. Ethics.

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, case studies, group participation, video demonstration and discussion, student projects, computer modules and skill simulations relating to all areas of airline computer/reservations/ticketing, role-playing among students, representing various reservations and ticketing situations, individual reporting on specific computer, reservation and ticketing situations.

Reading Assignments

Writing Assignments

Quizzes and examinations. Weekly problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critique techniques.

Out-of-class Assignments

Demonstration of Critical Thinking

Initial writing assignments will include a short essay to assess general meeting/event knowledge. Access and develop plans based on meeting and event guidelines, including courses taken at OCC or other public or private institution relating to the Meeting Event Industry. Interactive computer demonstration of skills. Examinations consisting of fill-in, multiple choice, and short essay. Worksheets completed from information in the text, computer software, lectures, and video presentations. Participation in role playing, class discussion and other interactive classroom work. Final examination to include application of and problem solving relating to the various programs.

Required Writing, Problem Solving, Skills Demonstration

Quizzes and examinations. Weekly problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critique techniques.

Textbooks Resources

1. Required Schaumann, Pat, CMP, CSEP, DMCP. The Guide to Successful Destination Management, ed. Los Angeles: Wiley, 2005 Rationale: -