Module Descriptor

Title	Tourism and Destination Management		
Session	2026/27	**Status**	
Code	TOUR10019	**SCQF Level**	10
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Sandro Carnicelli		

Summary of Module

TThis module explores the key characteristics of destination management and marketing by drawing on areas related to governance, marketing strategies, image promotion and branding. The module demonstrates the need for an integrated approach to the planning, development and marketing of a destination examining local, regional, national and international examples A key part of the module is to develop a critical understanding of the nature of Destination Management Organisations (DMOs) operations, challenges as well as opportunities. The module also provides students with the opportunity to develop a critical approach to analysing tourism destinations. Understand Destination Development Critically Analyse Destination Marketing Strategies Demonstrates the need for an integrated approach to the planning, development and marketing of a destination

Module Delivery Method	**On-Campus[1]** ☒	**Hybrid[2]** ☒	**Online[3]** ☒	**Work -Based Learning[4]** ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley	☒ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	☐	Term 2	☒	Term 3	☐

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Demonstrate understanding of destination branding and promotion related to tourism development
L2	Critically discuss the underlying principles of DMOs and understand implications in managing and marketing a tourism destination
L3	Critically analyse and apply theoretical knowledge on destination management and marketing
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 10** Developing a critical awareness of the principles of destination management and their application to branding, marketing, governance, and policy development strategies. Demonstrate understanding of the integration of academic theories and models involved in management, marketing, branding, governance and public policy
Practice: Applied Knowledge and Understanding	**SCQF 10** Applying management, marketing and branding tools and techniques to a range of contexts and tourism destinations
Generic Cognitive skills	**SCQF 10** Dealing with complex issues and make informed judgements based on the knowledge developed in management, marketing, branding, governance and public policy
Communication, ICT and Numeracy Skills	**SCQF 10** Communicate effectively and interpret complex concepts making effective use of technology to present documents in an appropriate form to a range of audiences
Autonomy, Accountability and Working with Others	**SCQF 10** Work with others to analyzing information and develop concepts associated with tourism destination management

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching

In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.

Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	24
Tutorial / Synchronous Support Activity	12
Asynchronous Class Activity	56
Independent Study	108
Please select	
Please select	
TOTAL	200

Indicative Resources

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Beritelli, P., Bieger, T., & Laesser C.(2007) Destination Governance: Using Corporate Governance Theories as a Foundation for Effective Destination Management. Journal of Travel Research. 46(1):96-107.

Kozak, M., & Kozak, N. (Eds.) (2019). Tourist destination management: Instruments, products, and case studies. Cham: Springer

Wang, Y., & Pizam, A. (Eds.) (2011). Destination marketing and management: Theories and applications. CABI International

(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Attending Classes and completing assessment activities

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Please select**
Overall Assessment Results	☐ ☒ **Graded**
Module Eligible for Compensation	☒ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Marketing, Innovation, Tourism & Events
Moderator	Kalyan Bhandari
External Examiner	Amanda Miller
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
A class test - 20%
Assessment 2
A case study Report - 80%
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Class Test	☒	☐	☐	☐	☐	20	12

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Report	☐	☒	☒	☐	☐	80	36

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	48 hours

Change Control

What	When	Who