



Mittuniversitetet
MID SWEDEN UNIVERSITY

Human Geography Ma, Advanced Destination Development – Managing for Tourism Competitiveness, 15 ECTS

Fall 2013

Hand-Out

This course focuses on destination development at local level in a global context, and on the interplay between tourist (demand), the industry (supply) and the local community. A critical question connected to destination development is what characterizes a competitive and a sustainable destination, what problems work against such a goal and how are these kind of challenges managed on the level of a tourism destination. The aim of the course is to increase your knowledge about the open tourist system and the circumstances, conditions and strategies that usually characterize destination development in an increasingly changing and globalized world.

The course is a part of the two-year master in tourism.

Examination

Examination is done by written test and individual papers as outlined below. The following grading scheme will be applied:

Grade	Lower Range %	Upper Range %
A	91	100
B	81	90
C	71	80
D	61	70
E	51	60
Fx*	46	50
F	0	45

Fx*: Not passed, but one chance for repeated examination

Your overall grade will be compound by similarly structured sub-grades obtained for various assignments and examinations given by the main lecturers according to following weighting scheme:

Course Lecturer	Assignment Weight (%)
Prof. Matthias Fuchs	60%
Lusine Margaryan	40%

Examination & assignment outline

Prof. Matthias Fuchs (60%)

- Final written test at 18.10.2013
 - Examination mode: open questions
- The written test is based on
 - PPT–slides used throughout the course
 - Additional literature announced and disseminated

Lecturer Lusine Margaryan (40%)

- Reading the assigned literature and participation in the in-class seminars
- Take home written assignment
 - Form: essay
 - Task: Analyze a tourist destination of your choice using an analytical model discussed during the course (min. 2500 words)
 - Two options for the analytical model:
 - Competitive destination model by Ritchie and Crouch (simplified)
 - Butler's tourism area life cycle (TALC) model

Course Outline

Session Title	Date	Time	Room	Lecturer	Readings
Introduction to the course/ Understanding Tourist Destination Development in a Global Context	02.09.2013	09.15- 11.00	P2517	LM	<ul style="list-style-type: none"> Ritchie, J. R. B., & Crouch, G. I. (2003). <i>The competitive destination: A sustainable tourism perspective</i>. Oxon, UK: CABI Pub. Chapter 2. Conceptual and Theoretical Perspectives Chapter 3. A Model of Destination Competitiveness Framke, W. (2002) The Destination as a Concept: A Discussion of the Business-related Perspective versus the Socio-cultural Approach in Tourism Theory, <i>Scandinavian Journal of Hospitality and Tourism</i>, 2(2), pp. 92-108 Ritchie, J. R. B., & Crouch, G. I. (2010) A model of destination competitiveness/sustainability: Brazilian perspectives. <i>Rev. Adm. Pública</i> [online]. 44(5), pp. 1049-1066. (optional)
New Management Paradigms for Destination Development	10.09.2013	09.15- 12.00	P2517	MF	<ul style="list-style-type: none"> Fuchs, M., Peters, M. & Weiermair, K. (2002). Tourism Sustainability through Destination Benchmarking Indicator Systems. <i>Tourism Recreation Research</i>, 27(3): 21-33. Fuchs, M., Abadzhiev, A., Svensson, B, Höpken, W. & Lexhagen, M. (2013). A Knowledge Destination Framework for tourism sustainability – a BI application from Sweden, <i>Tourism - An Interdisciplinary Journal</i>, 61(2): 121-148. McKercher, B. (1999). A Chaos Approach to Tourism. <i>Tourism Management</i>, 20: 425-434. Russel, R. & Faulkner, B. (2004). Entrepreneurship, Chaos and the Tourism Area Lifecycle. <i>Annals of Tourism Research</i>, 31(3): 556-579. Vargo, S.L. & Lusch, R.F. (2008). Service Dominant Logic – Continuing the Evolution, <i>Journal of the Academy of Marketing Science</i>, 36(1): 1-10 Baggio, R. (2008). Symptoms of Complexity in Tourism Systems. <i>Tourism Analysis</i>, 13: 1-20. (optional) Dwyer, L. & Kim, C. (2003). Destination competitiveness: determinants and indicators. <i>Current Issues in Tourism Research</i>, 6(5): 369-417. (optional) Flagestad, A. and Hope, A.C. (2001), Strategic Success in Winter Sports Destinations: A Sustainable Value Creation Perspective, in: <i>Tourism Management</i>, Vol. 22, No. 1, S. 445-461 (optional)
Monitoring Destination	11.09.2013	08:15-	G3216	MF	<ul style="list-style-type: none"> Fuchs, M. & Weiermair, K. (2004). Destination Benchmarking - An Indicator-

Effectiveness and Tourist Segmentation		11:00			<p>System's Potential for Exploring Guest Satisfaction. <i>Journal of Travel Research</i>, 42(3): 212-225.</p> <ul style="list-style-type: none"> Fuchs, M. & Pikkemaat, B. (2004). Destination Image Analysis: A Cross-Cultural Segmentation Approach. <i>Tourism: State of the Art II</i>, University of Strathclyde, Glasgow, UK, June 27-30 2004, pp. 127-148 Dolnicar, S. (2004). Beyond 'common-sense segmentation'. <i>Journal of Travel Research</i>, 42: 244-250 (optional)
Benchmarking Destination Efficiency	17.09.2013	09.15-12.00	P2517	MF	<ul style="list-style-type: none"> Fuchs, M. (2004). Strategy Development in Tourism Destinations: A Data Envelopment Analysis Approach. <i>Poznan Economics Review</i>, 4(1): 52-73 Weiermair, K. & Fuchs, M. (2007). Productivity Differentials across Tourist Destinations - A Theoretical / Empirical Analysis. In: Keller, P., Bieger, Th. (eds.) <i>Productivity in Tourism - Fundamentals and Concepts for Achieving Growth and Competitiveness</i>. ESV, Berlin:41-54 Fuchs, M., Rijken, L., Peters, M. & Weiermair, K. (2000). Modeling Asian Incoming Tourism - A Shift-Share Approach, <i>Asia Pacific Journal of Tourism Research</i>, 5 (2): 1-10. (optional)
New Information Technologies for Destination Development	18.09.2013	09.15-12.00	P2517	MF	<ul style="list-style-type: none"> Buhalis, D. & Law, R. (2008) Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research, <i>Tourism Management</i> 29: 609–623- Fuchs, M. & Höpken, W. (2011): E-Business Horizons in the Tourism Industry – Challenges for Research and Practice. In: Sidali, K., Spiller, A. & Schulze, B. (eds.), <i>Food, Agriculture and Tourism: Interdisciplinary Perspectives</i>, Springer, Berlin & Heidelberg: 140-160. Fuchs, M. and Höpken, W. (2008). Structural and Behavioural Changes on account of New Information and Communication Technologies in Tourism. In: Kronenberg, Ch. et al. (eds.), <i>Change Management in Tourism</i>, ESV, Berlin: 247-261. Fuchs, M., Höpken, W., Föger, A. & Kunz, M. (2010): E-Business Readiness, Intensity, and Impact – An Austrian Destination Management Organization Study, <i>Journal of Travel Research</i>, 49 (2): 165-178 (optional) Fuchs, M., Eybl, A. & Höpken, W. (2011): Successfully Selling Accommodation Packages at Online Auctions – The Case of eBay Austria, <i>Tourism Management</i>, 32(5): 1166-1175 (optional) Fuchs, M., Höpken, W. & Rasinger, J. (2012): Behavioural intention to use mobile information services in tourism - The tourist guide DolomitiSuperski. <i>Mobi Information Technology and Tourism</i>, 13(4): 285-307 (optional).
Tourism Destination Analysis: Butler's Tourism Area Life Cycle and Beyond	03.10.2013	09.15-12.00	P2517	LM	<ul style="list-style-type: none"> Butler, R. (2011). <i>Tourism Area Life Cycle</i>. Contemporary Tourism Reviews. Woodeaton, Oxford: Goodfellow Publishers Limited Breakey, N. (2006). <i>Tourism destination development - beyond Butler</i> PhD Thesis, School of Natural and Rural Systems Management, University of Queensland (Chapter II) Baum, T. (1998) <i>Taking the Exit Route: Extending the Tourism Area</i>

					<p>Life Cycle Model, <i>Current Issues in Tourism</i>, 1(2), pp.167-175 (optional)</p> <ul style="list-style-type: none"> Cooper, Ch. and Jackson, S. (1989). Destination Life Cycle. The Isle of Man Case Study. <i>Annals of Tourism Research</i>. 16, pp. 377-398 (optional)
Role of Small and Medium Tourism Entrepreneurship in Destination Development	07.10.2013	09.15-12.00	P2517	LM	<ul style="list-style-type: none"> Jones, E. E., and Haven-Tang, C. (2005). <i>Tourism SMEs, service quality, and destination competitiveness</i>. Wallingford, Oxfordshire, UK: CABI Pub. <p>Chapter 1. Tourism SMEs, Service Quality and Destination Competitiveness</p> <ul style="list-style-type: none"> Thomas, R., Shaw, G. and Page, S. (2011). Understanding small firms in tourism: A perspective on research trends and challenges. <i>Tourism Management</i>, 32. pp. 963-976 Thomas, R. and Augustyn, M. (2007). <i>Tourism in the new Europe: Perspectives on SME policies and practices</i>. Amsterdam: Elsevier. <p>Chapter 5. The Role of SMEs in Tourism Development: An Industrial District Approach Applied to Killarney, Ireland (optional)</p> <p>Chapter 10. Linking Rural Heritage and Traditions with Tourism SMEs in Slovenia (optional)</p>
Natural and Cultural Heritage in Tourist Destination Development	10.10.2013	09.15-12.00	P2517	LM	<ul style="list-style-type: none"> Garrod, B. and Fyall, A. (2000). Managing Heritage Tourism. <i>Annals of Tourism Research</i>, 27(3), pp. 682-708 Hughes, M. & Carlsen, J. (2010) The Business Of Cultural Heritage Tourism: Critical Success Factors, <i>Journal of Heritage Tourism</i>, 5(1), pp. 17-32 Lowenthal, D. (2006). Natural and Cultural Heritage. <i>International Journal of Heritage Studies</i>, 11(1), pp. 81-92 (optional) Adam Grydehj (2010). Uninherited heritage: tradition and heritage production in Shetland, Åland and Svalbard, <i>International Journal of Heritage Studies</i>, 16(1-2), pp.77-89 (optional)

Planning for Sustainable and Competitive Tourist Destination	14.10.2013	09.15-12.00	P2517	LM	<ul style="list-style-type: none"> • Ritchie, J. R. B., & Crouch, G. I. (2003). <i>The competitive destination: A sustainable tourism perspective</i>. Oxon, UK: CABI Pub. Chapter 8. Destination Policy, Planning and Development • Harrill, R. (2004). Residents' Attitudes toward Tourism Development: a Literature Review with Implications for Tourism. <i>Journal of Planning Literature</i>, 18, p.251 • Ruhanen, L. (2010). Where's the Strategy in Tourism Strategic Planning? Implications for Sustainable Tourism Destination Planning. <i>Journal of Travel and Tourism Research</i>, Spring/Fall (optional). • Burns, P. (2004). Tourism Planning. A Third Way? <i>Annals of Tourism Research</i>, 31(1), pp. 24–43 (optional)
Recapitulation	16.10.2013	09.15-11.00	P2517	MF	
Final written Test	17.10.2013	09.00-11.00	P2517	MF	