

Postgraduate Certificate in Destination Management

The Postgraduate Certificate in Destination Management consists of three modules spread across one year.

Destination Management Contexts, Approaches and Issues

An introduction to destination management, this module covers

- The nature of the professional work of the destination manager
- Destination management contexts
 - international,
 - UK national, regional, sub regional and local
- Historical development of destination management in the UK
- Principles and practices of destination management
- Evaluation and critical appraisal of policies directly and indirectly relating to destination management

Destination Marketing

This module considers marketing applied to destination management and covers

- Principles, practices and complexities of destination marketing planning
- Development of destination marketing strategies and annual implementation plans
- Systems for evaluation, monitoring and control of destination marketing plans
- Emerging developments, trends and issues pertinent to the future marketing of destinations.

Tourism and Tourism Places

This module explores the processes involved in travel and tourism as activities and the geographer's approach to the study of travel and tourism. It covers

- Development of tourism in a variety of contexts
- Economic, social, cultural and environmental impacts on destinations
 - Carrying capacities, congestion, sustainability
 - Tourism and risk
- Spatial interactions inherent in tourism and leisure
- Applications of theoretical perspectives on tourism
- The role of planning in controlling tourism and enhancing images of destinations

Teaching and Learning

This programme is designed to meet the needs of practicing professional destination managers. Course materials will be accessed via a virtual learning environment (VLE) based at Leeds Metropolitan University. The VLE will host each of the three modules, with management support and a 'help-desk' provided by the University's central learning resources and the Course Coordinator.

Collaborative working and group learning skills will be encouraged through on-line conference sessions within modules. Within the VLE you will find all necessary information about the course overall including:

- course structure
- assessment
- fees
- contact points
- support systems
- libraries
- meetings

Individual module websites within the VLE will contain:

- module specifications and learning outcomes
- readings and web links
- key points from on-line lectures and workshop exercises
- details of online module conferences
- module contact points
- assessment.

Assessment

The course assessment strategy brings together and enhances your knowledge, skills and critical understanding in the study of destination management. This will enable you to become effective and critically aware in your professional development and to develop the cognitive skills necessary to analyse critical issues in destination management contexts.

Your understanding and analysis of knowledge will be tested through essays, projects, exercises, the use of case studies, and directed reading. You will be encouraged to discuss the tourism literature to deepen your knowledge and understanding.

You will also be encouraged to take responsibility for self-managed independent study and learning. This will be supported by print materials available from the partner universities' libraries and research collections as well as on-line resources.

What are the entry requirements?

You will be able to demonstrate relevant professional experience in destination management that indicates an ability to successfully complete the course. You will normally possess an Honours Degree (second class or above), usually in Management or the Social Sciences.

And if I don't have a degree?

Students who do not possess a degree but who can demonstrate knowledge and skills appropriate to Honours Degree level, in addition to relevant experience related to destination management may be admitted to the course.

What time commitment is expected from me?

Every person learns and studies at a different rate, but you should expect to spend around 10-15 hours per week for the 15 weeks of each module.

How do I apply?

Application forms can be downloaded at <http://www.tmi.org.uk/cpddocuments.php>

How do I find out more?

Please direct enquiries and applications via email to tmi@leedsmet.ac.uk
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