

# *Postgraduate Diploma in Destination Management*

The Postgraduate Diploma in Destination Management consists of three modules: two core and one from four options.

## *Tourism Leadership and Management (Compulsory)*

Introducing the principles of management and leadership as they affect destination management and managers:

- Leadership styles
- Teams, networks and partnerships
- Strategy – local, regional and national
- Leading teams – motivation and creativity
- Developing staff and developing oneself as leader and manager
- Managing projects, innovation and change
- Evaluating change
- Advocacy

## *Research Methods and Management for Destination Managers (Compulsory)*

A grounding in research methods, their application and management in the context of destination management:

- Comparison of research methodologies and methods
- Models of research design for destination management
- The nature of data, samples and the use of secondary data
- Case studies in destination management
- Destination management specific research requirements and resources
- Research tendering processes and evaluation of research proposals

## *ICT for Destination Management (Optional)*

Issues, practicalities and best practice in harnessing technological developments for the benefit of destination management and marketing:

- Generic ICT, e-tourism, e-marketing and e-business
- Destination management e-tourism strategies
- Integrating online marketing tools into destination marketing strategy
- E-tourism for destination product differentiation and competitive advantage
- Case studies in e-tourism and destination management systems

## *Managing the Visitor Experience (Optional)*

Visitor experience, interpretation, enjoyment and evaluation of a destination, and impact of management practices and policies:

- Consumer perspectives on visitor experience
- Management perspectives:
  - Designing and co-creating memorable experiences; experiential marketing; the role of staff; experience management as strategy
- Researching visitor experience:
  - Limitations of conventional satisfaction surveys; sampling methods; experience mapping, critical incident analysis and qualitative approaches to experience research

## *Managing Heritage (Optional)*

The role of heritage in the development and consumption of tourism, policy implications and effective strategies for heritage management in the context of cultural tourism:

- Trends, approaches and concerns in heritage and tourism studies

- Heritage laws and conventions
- Heritage and community involvement
- Management approaches and site practices, managing heritage and tourism relationships

*Tourism, Festivals and Cultural Events (Optional)*

The dynamic and complex relationships between festivals, cultural events and tourism:

- Meanings of festivity as social, cultural, political and economic set of practices
- Festivals and their management as intangible cultural heritage
- Social and cultural contexts of festival and cultural event tourism
- Tourist experiences of and participation in festivals and cultural events
- The relationship between tourism destination management and festivals and cultural event policies

## *MSc Destination Management Dissertation/Major Project*

This module will develop the ability to undertake research that makes an original contribution to knowledge and/or professional practice in destination management. It will comprise 4 themed online workshops leading to the submission of a research proposal and then to researching and preparing a dissertation or research report (20,000 words max).

## **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](mailto:tmi@leedsmet.ac.uk)  
Centre for Tourism and Cultural Change  
Leeds Metropolitan University  
Old School Board, Civic Quarter  
Leeds LS1 3ED  
Tel. 0113 812 8545  
Fax 0113 812 8544