

**Course Outline**  
**HRMT/RECR 212**  
**Marketing of Tourism Destinations**  
**3 credits**

**The Community College of Baltimore County**

**I. General Course Description**

Marketing of Tourism Destinations

Examines the guidelines for formulating destination-oriented marketing goals and strategies; covers the trend issues and challenges influencing tourism destination marketing and the elements that combine to create an integrated destination marketing system.

Prerequisite: HRMT 210, or written permission of the Instructor

**II. General Course Objectives**

When the student completes the course, he/she will be able to:

- A. Understand the function of positioning in tourism marketing.
- B. Explain the impact of competition and its impact in tourism marketing.
- C. Develop a marketing plan or a destination.
- D. Explain how intangibles are a part of marketing a tourism destination.
- E. Analyze the importance of target marketing.
- F. Understand how the target market perceives competition.
- G. Define the top ten activities used to market a destination.
- H. Understand the pricing mix in the marketing of tourist destinations.
- I. Identify attributes features, or customer benefits of a destination.
- J. Explain the various positioning approaches used in marketing a destination.
- K. Identify current trends influencing tourism destination marketing.
- L. Explain the components of an integrated destination marketing system.
- M. Develop a strategic marketing plan.
- N. Understand how the SOWT analysis is used in destination marketing.
- O. Develop a presentation to “Sell” a destination.
- P. Understand the role of symbiotic relationships in destination marketing.

**III Major Topics**

- A. The marketing plan
- B. Positioning strategies
- C. The marketing mix
- D. Destination development
- E. New trends in marketing destination
- F. Relationship marketing

G. Strategic marketing

**IV. Course Requirements**

Specific assignments and procedures for evaluating student performance in this course will be described in the individual class syllabus. However, all students will:

- A. Participate actively in class activities to include reaching and developing a destination-marketing plan.
- B. Respond to required reading and homework assignments.
- C. Successfully complete a minimum of two exams that demonstrate a mastery of the major concepts in the course.
- D. Produce a written analysis of various case studies presented in class.
- E. Present/participate in individual or group presentations.