

**Destination Management,
Branding & Communication**

Course guide 2025-2026

Semester	Fall (semester 1)
Inholland location(s)	Amsterdam
Inholland faculty	Creative Business
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

Subjects

Subject title	ECTS	Course code
DM, Branding & Comm: Project	20	38442
DM, Branding & Comm: Portfolio	10	

Content subjects

These days, it is essential for destinations to manage and promote themselves in the right way to the right target group. It is important that stakeholders - including visitors, tourists and companies - have enough relevant knowledge of - and a positive association with a destination. This helps ensure favourable decisions and (tourist) behaviour. During this module you will learn how destinations are actively managing, presenting and promoting themselves to a wide variety of target groups.

Beyond destination marketing and branding, you will learn how Destination Management Organisations (DMOs) manage and arrange their destination for local stakeholders and tourists. How do you keep all parties involved satisfied? Which role does sustainability play nowadays? A dynamic and relevant topic to explore!

The main assignment of the course is a group project. During this project you will be challenged to develop a Marketing Communication plan to attract specific target group(s) to a destination. For this you will follow the design-based research guidelines and conduct research at the destination itself during a field trip. Each semester we strive to work with a new destination and real commissioning clients, who you and your team will present your findings to.

You will be part of an international classroom with both Dutch and international Tourism Management and Communication students, as well as exchange students from our international partners. A great opportunity to get to know new cultures and make friends from all over the world in this international and multidisciplinary setting!

You will work with a real commissioning client as a partner for your project and will present your final design at the end of the semester. You will be part of an international classroom with students from the fields of tourism and communication, and of course exchange students from our international partners. A good opportunity to get to know new cultures and make friends from all over the world!

Learning outcomes

- Initiating and creating new or renewed (sustainable) products and services
- Realizing and implementing new or renewed products and services
- Marketing (sustainable) tourism products / services based on consumer knowledge and modern communication and distribution techniques
- Organizing and managing (changing) organizational processes
- Sustainable skills.

Mode of delivery, planned activities and teaching methods

Group project

As mentioned, you will be conducting research, leading to a MarCom plan for a real commissioning client in a city abroad. This research is driven by a real problem, and you must come up with a real solution/product. During the semester your learning coach will advise you and provide you with feedback. You will present the results in a pitch. And who knows, maybe it will eventually be executed/implemented by the destination.

Field trip locations from previous semesters include destinations in Germany, Belgium, Poland, Albania and Bosnia, just to name a few. Keep in mind that costs for this field trip are at your personal expense. The costs for each individual student will be approximately €500,- to €700,-

Individual portfolio

Besides working on the group assignment, you will also compile your own individual portfolio. This consists of various individual assignments, such as the re-branding of a small-scale destination of your choice, creating a vlog, and writing reflections on certain elements of the program and your own personal development. You will work with individual learning goals, which you set yourself, and that could for instance be linked to cross cultural & communication skills, personal leadership or research capabilities.

You will work in class and work groups, and we will go on a field trip.

Prerequisites and co-requisites

- You are enthusiastic, creative, innovative and can work autonomously
- You are passionate to tackle complex challenges together with stakeholders and peers
- You are open for new and pioneering forms of education and assessments: showcase portfolio and conscious reflection in and on action.

Recommended or required reading and/or other learning recourses/tools

The list of recommended literature is being published at the start of the course and is updated to be state-of-the art and actual.

Assessment methods and criteria

- Papers and presentations
- Individual and groupwork

Group Project:

- The student analyses the (urban city) destination in detail with a special focus on management and promotion
- The student knows which stakeholders are involved related to management and promotion of destinations
- The student uses various qualitative research methods and techniques to collect and analyze the correct data
- The student develops a strategy for promoting a city or area, and/or develops (in co-creation with the relevant stakeholders) a series of activities designed to make a destination attractive to specified target group(s) which ultimately leads to a feasible advice for our partner
- The students will present preliminary results to our partners/representatives from the cities and destinations and improve the design based on their advice
- The student will pitch the final result for the same partners / representatives as mentioned above.

Individual Portfolio:

- The students will keep track of their individual input, participation, attendance and efforts, by sharing documents and presentations during the process. In the portfolio, all materials are collected and presented
- Students will have the opportunity to give and receive peer feedback and reflect critically on the process
- In addition, the student carries out individual sub-assignments, which are related to program-specific subject and objectives, which are not integrated in the module.

Additional costs

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Lecturer(s)

Marieke van Meurs - Marieke.vanMeurs@inholland.nl

Swen Waterreus - Swen.Waterreus@inholland.nl