

Destination Management

The module Destination Management aims to develop the student's ability to approach challenges related to development and management of tourism destinations. It deals with the concept of "destination" as the competitive unit and crystallization point of the tourism offer in incoming tourism. As such, management of destination is addressed within a framework of building competitiveness with an overriding concern related to economic, environmental and social sustainability. The module focuses particularly on the importance of building competitive advantage in a destination and the role of leadership in creating competitiveness in a destination. It also considers how to brand the destination and create value at destination level.

Module code

MANG 433

Semester

6th Semester

Credits

4 ECTS

Language

English / Shqip

Duration

45 Hours / 2 Weeks

Study Program

Tourism and Hospitality Management

Module Lecturers

- Brunilda Liçaj