



Tourism Management Institute

[www.tmi.org.uk](http://www.tmi.org.uk)



People in all the right places

# Professional Qualifications

**Postgraduate Certificate,  
Postgraduate Diploma and MSc  
in Destination Management**

Awarded by  
Leeds Metropolitan University



# Professional Postgraduate Qualifications in Destination Management

Destination management is an important, dynamic and increasingly complex area of professional practice. The Tourism Management Institute (TMI) is responding to the professional development needs and intellectual challenges faced by destination managers, by offering an innovative postgraduate level qualification in Destination Management.

This suite of online, distance learning, postgraduate qualifications in Destination Management has been designed to meet the needs of practising professional destination managers. They are awarded by Leeds Metropolitan University, and taught by specialist academic staff at Leeds Metropolitan, Bournemouth and Lancaster Universities. Each of the university partners has an excellent, international reputation for research and education in tourism and destination management.

These courses focus on providing the university accredited qualifications which will be expected of the next generation of leading destination managers. They are designed to enhance professionalism through encouraging and supporting participant's critical reflection on practice and applying relevant theory. The flexible online delivery and part time study offer professionals working in the sector the opportunity to build upon existing skills and knowledge as well as developing a broader range of skills, knowledge and critical understanding of key destination management issues in UK and international contexts.

These courses, with assessments based around real work based situations, give professionals the opportunity to step out of the day-to-day lane and think laterally about how they manage and market their destination. The course team marries a strong track record in engaging with destinations with access to the latest academic and commercial research providing a learning space in which course participants can think outside the box and reflect on and challenge the way they do things.

Comments from fellow professionals who have already taken the course:

'It has provided a clear and much needed link between academics and practitioners in the field of destination/tourism management and can only improve levels of professionalism in this field.'

'All three modules together provide a very comprehensive and in depth study of destination management which will be of great benefit to myself and Visit County Durham'

'...very relevant to my current employment in a destination management organisation and has helped improve my understanding of developments in tourism'

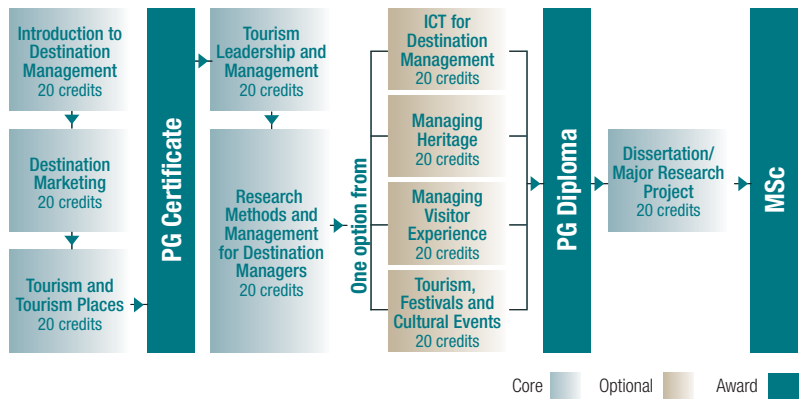
'The course has given me a much deeper understanding of destination management'

### Benefits for the practitioner

- Increased depth of knowledge and understanding leading to increased confidence and ability to contribute
- Assignments directly relating the latest theories and research to your own work/organisation
- A qualification which distinguishes you as a professional destination manager
- The opportunity to learn from fellow professionals on the course, as well as best practice and the latest research
- Access to research journals and databases, and the latest market intelligence such as Mintel
- Access to your local and other university libraries through the SCONUL scheme
- Flexible delivery – you log in to the virtual learning environment at times to suit you, instead of having to attend at a set place and time
- Support from tutors via telephone, e-mail and once-per-module meetings

### Benefits for the employer/organisation

- Practitioners' increased ability and confidence to contribute at a higher level to the work of the organisation
- Opportunity, through work related assignments, to benefit from constructively critical appraisal of policies and practice, and wider access to domestic and international best practice
- Ability to access the latest market intelligence such as Mintel reports – normally £1500 per report or on subscription per year





# Postgraduate Certificate in Destination Management

This qualification consists of three online modules studied part time over 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



# Postgraduate Diploma in Destination Management

This qualification builds upon the learning in the Postgraduate Certificate. It consists of three online modules studied part time over one year: two core and one choice 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

## **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



# Postgraduate Diploma

in  
Destination  
Management  
*(cont)*

## 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 in Destination Management

This is the final stage in the full professional qualification

## 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 practising professional destination managers and is supported by acknowledged experts in the subject areas. Course materials are accessed via a virtual learning environment (VLE) based at Leeds Metropolitan University. The VLE hosts each of the modules, with management support and a 'help-desk' provided by the University's central learning resources and the Course Coordinator.

## Assessment

The course assessment strategy for all three qualifications brings together and enhances your knowledge, skills and critical understanding, enabling 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 will be tested through essays, projects, exercises, 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, supported by print materials, available from the partner universities' libraries and research collections, and on-line resources.

## Entry Requirements and Time Commitment

You will be able to demonstrate relevant professional experience in destination management. You will normally possess an Honours Degree (second class or above), usually in Management or the Social Sciences, and have completed the Postgraduate Certificate in Destination Management.

You should expect to spend around 15-20 hours per week for the 15 weeks of each module.

## What will it cost?

### UK/EU Student

PG Certificate	£2250
PG Diploma	£2250
MSc	£800

### Overseas Student

PG Certificate	£2916.20
PG Diploma	£2916.20
MSc	£2900.00

## Can I pay by instalments?

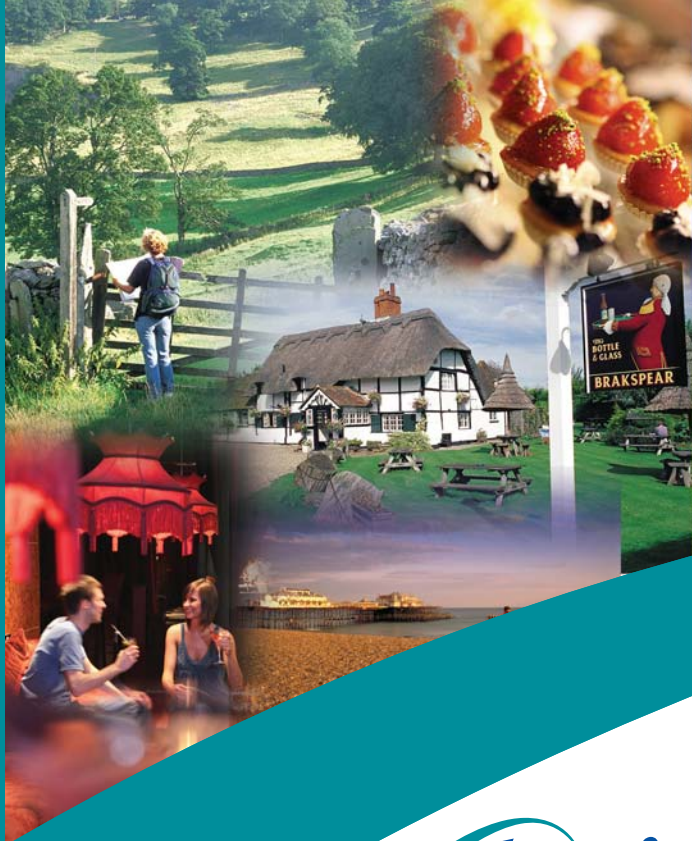
Yes. Leeds Metropolitan University does have the facility for students who are paying their own fees to pay by instalments using direct debit.

## What do I do next?

To apply, visit the TMI website, [www.tmi.org.uk/tmiqualifications.php](http://www.tmi.org.uk/tmiqualifications.php) to download the application form, then fill it in and send it to:

The Course Administrator  
PG Qualifications in  
Destination Management  
School of Social Sciences  
Broadcasting Place  
Woodhouse Lane  
Leeds LS2 9EN

t: 0113 812 6771



*tmi*

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For an informal discussion about the course, please contact Dr Philip Long, Course Leader:

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p.e.long@leedsmet.ac.uk

or Cathy Guthrie, Tourism Society and TMI CPD Co-ordinator

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