



Department of Management and Marketing

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Seminar ‘Managing and marketing tourism destinations’

for master students in the winter term 2023/2024

You want to go skiing, hiking or diving? Or just relax in a luxury hotel? You saw *Lord of the Rings* and want to visit the original film’s places? Your favorite music band is in concert and you want to attend?

In most instances, you have to travel to a specific destination for that. Meanwhile, you can select from a variety of offers and have to choose your favorite one. Due to this increasing competition event managers, hotel managers, region managers etc. have to very carefully use destination marketing. Even despite of the COVID-19 pandemic and especially afterwards destination marketing is highly important to attract customers for a specific destination, e.g., hotels, music festivals, sport events, regions, cities.

Obviously, the research of destination marketing is a wide field that deals with very different topics in a great variety, e.g., film induced tourism, overtourism. Depending on the purpose and the specific destination managers have to tackle different issues and have to implement different marketing strategies to promote the focal destination. However, all managers should get to know ‘their’ clients and their specific behaviour, interests, motivations etc. to be successful.

Obviously, the implementation of a destination marketing is crucial for managers and different questions have to be answered by event managers or region marketing managers. For example:

- Which factors determine tourists’ satisfaction of film-induced tourism?
- Which hotel attributes are most important for guests? Does the COVID-19 pandemic change drivers for accommodation choice?
- Do sustainability issues influence destination choice?
- How do the preferences of Generation Y travelers differ from elderly people?
- What are the motivations for active and passive sport tourists?
- How should music festivals been organized in order to attract attendees?

In order to deal with those issues, this seminar focuses on relevant literature from the up-to-date field of destination marketing.

Seminar policies:

This seminar welcomes all master students who are interested in sustainability marketing. The maximum number of participants will be 12. Seminar participants are expected to work in groups with 2 persons. Although this seminar appears to focus on qualitative research, quantitative marketing research builds a core component. Therefore, a sufficient knowledge in statistics, e.g., multivariate analysis techniques, is required!

The seminar is entirely held in English: Literature, course material, written essays and presentations will be in English.

The kick-off meeting (introduction, assignment to groups, allocation of topics) will be held at the beginning of the winter term 2023/2024. If a student is absent without excuse in the kick-off meeting, he/she will be excluded from the seminar!

All dates (kick-off meeting, dates for presentations) will be announced via Stud.IP!