



## TOUR-238 – Destination Management

### Business

**Effective Term & Year:** Winter 2026  
**Course Outline Review Date:** 2031-04-01

**Program Area:** Tourism, Recreation, & Hospitality

#### Description:

This course examines the functions, roles, structures, and policies of destination management organizations across local, regional, and national levels. Pragmatically evaluates stakeholder dynamics and infrastructure challenges in fostering sustainable tourism development. Learners will investigate tourist motivations in choosing destinations, emphasizing sustainable practices and experiences. Students explore international marketing strategies and will enhance their skills for conducting research, analyzing data and collaborating with a variety of stakeholders.

#### Program Information:

This course is required in the Tourism Management diploma. It may be of interest as an elective to students in the Business Management programs including the Bachelor of Business Administration.

**Delivery Methods:** Hybrid – On-campus (Face-to-Face) and Online

**Credit Type:** College of the Rockies Credits

**Credits:** 3

#### Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	

---

Laboratory/Studio	
Practicum/Field Experience	
Co-op/Work Experience	
Other	
<b>Total</b>	<b>45</b>

---

**Course Requisites:**

None

**Prior Learning and Recognition: Yes**

Students are able to request formal recognition of their prior learning or experience outside the classroom. Challenge examination, portfolio-assisted assessment, work-based assessment or a combination of assessments that is appropriate to identify, assess, and recognize prior skills, competencies, and knowledge to achieve course credit. Tuition fees apply, refer to Policy [2.5.5 Prior Learning Assessment and Recognition \(PLAR\)](#) or contact an education advisor for more information.

---

**Course Transfer Credit:**

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see <https://www.bctransferguide.ca/> or <https://transferalberta.alberta.ca> . For more transfer credit information, please visit <https://www.cotr.bc.ca/Transfer>

All requests for course transfer credit from institutions in British Columbia or elsewhere should go to the College of the Rockies Enrollment Service office.

---

**Textbook Resources:**

Resource package.

---

**Learning Outcomes:**

In development for delivery in 2026.

**Course Topics:**

In development for delivery in 2026.

## Evaluation and Assessments

**Assessment Type: On-Campus (face-to-face) and Online, or Hybrid**

Assessment Type	% of Total Grade
In development	100%

## Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

**Exam Attendance:**

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a “0” on the exam.

**Academic Policies:**

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.1.4 Course Audit
- Policy 2.4.1 Credential Framework
- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Rights, Responsibilities and Conduct
- Policy 2.4.8 Academic Performance
- Policy 2.4.9 Student Feedback and Concerns
- Policy 2.4.11 Storage of Academic Works
- Policy 2.5.3 Student Appeal
- Policy 2.5.5 Prior Learning Assessment and Recognition (PLAR)

**Course Changes:**

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.