

Assignment for Unit 1 (January 7, 2019)

1. By individual, please read Unit 1 to understand about Destination Management Organization (DMO) (lecture note was already sent to your line group)
2. Write to explain (1) what is DMO? (2) Its role in tourism.
3. Browsing to find DMOs around the world, and choose 1 DMO in tourism (often you can know whether the one you choose is DMO or not by reading its '*About Us*').
4. Write to explain about that DMO company:
 - (1) The name and nationality
 - (2) Website domain (www...)
 - (3) Main office location
 - (4) What is the company about?
 - (5) What does the company do in terms of marketing and destination management?
 - (6) How many branches and partners it has and examples.
5. Submission of this work is at the end of the class today (work can be done by hand writing)