

## CDME FINAL EXAM – 2019

Complete the following three Assignments and return responses to Destinations International at [cdme@destinationsinternational.org](mailto:cdme@destinationsinternational.org) by April 30, 2018, in order to graduate July 2019 at the Destinations International Annual Meeting in St. Louis. If you have any questions, please call 202-835-4200.

### **Assignment #1:**

- Based on your DMO experience and the discussions in your core courses throughout the CDME program, what does destination leadership really mean today? Define and discuss fully the principles and issues facing the profession and use examples from your DMO and your destination. **Should be a minimum of 750 words, and should not exceed 1,000 words.**

### **Assignment #2:**

- Your organization has recently completed a DestinationNEXT (or similar) assessment, and the responses have pointed out critical issues impacting the destination's appeal to its core market segment. In particular, the assessment has noted a growing homeless population and cracked and buckled sidewalks throughout the core visitor district. In narrative form, outline an action plan to address the issues and define the allies that will be necessary to ensure success. **Should be a minimum of 750 words, and should not exceed 1,000 words.**

### **Assignments 1 & 2 Review Criteria:**

#### **TECHNICAL/OBJECTIVE CRITERIA:**

- Did the response consist of a minimum of 750 words, and not exceed approximately 1,000 words?

#### **SUBJECTIVE CRITERIA:**

- Did the response identify and discuss fully the key components of destination management and leadership, using illustrations from the destination and DMO?
- Did the response introduce any new and/or original ideas, concepts or approaches to our roles as Destination Organizations?
- Were any ideas, concepts or approaches (new or otherwise) noted in the paper well thought out and appropriately researched?
- Is the submittal comprehensive and practice-oriented?

**Assignment #3:**

Choose one of the topics below, or a pre-approved\* alternative on Destination Management, and prepare a maximum 3,000 word, double-spaced investigative paper. The paper’s contents will include: an introduction (background and purpose – 500 words), main findings/viewpoint (analysis – 1,500 words), conclusion (applications – 850 words) and an executive Summary (Abstract – 150 words). The author should adhere to APA (American Psychological Association – [www.apastyle.org](http://www.apastyle.org) ) style and provide a minimum of 10 references.

APPROVED TOPICS FOR 2019	
DMO Careers & Talent Development	Destination Product Development
Destination Regionalism	DMO Board/CEO Effective Relations
DMO Advocacy, Government And/Or Community Relations	DMO Operational Management
Visitor Centers of Tomorrow	Integrated Destination Promotions, Sales & Services
Future of DMOs	Identifying New Performance Metrics that Matter
Destination Social Media & Marketing	Destination Sports Tourism
DMO Digital Marketing Strategies	DMO Professional Core Competencies
Destination Performance Management	Destination Partnership Development
Destination & Community Branding	DMO Visiting Friends & Relatives Market Development
DMO New Funding Initiatives	Strategic & Business Planning for Destination Organizations
Implications of New Technology in Destination Organizations	Community/District Tourism Action Planning
The DMO Executive as the Destination Leader	Tourism Master Planning
Key Challenges & Directions in Destination Marketing &/or Sales	DMO Role in Sustainability And/Or Conservation
The DMO Role in Crisis Management & Preparedness – Pre, During & Post-Event	Non-Traditional Partners And/Or Unlikely Allies
Weaponization of Travel and the DMO Role/Response	Starting a new DMO/Starting Over
International Marketing & Sales	Leadership Succession Planning for the DMO
The DMO Role in Community Issues (i.e., Homelessness, Crime, etc.)	The DMO Role in Economic Development

\*If the subject you wish to use for your final exam investigative paper is not listed above, please send your request for topic consideration to [cdme@destinationsinternational.org](mailto:cdme@destinationsinternational.org).

**Assignment 3 Review Criteria:****TECHNICAL/OBJECTIVE CRITERIA:**

- **Did the participant include:**
  - An introduction (background & purpose, approximately 500 words)**
  - Main Findings/Viewpoints (an analysis, approximately 1,500 words)**
  - Conclusion (application of the findings/viewpoints, approximately 850 words)**
  - Executive Summary (an abstract of the paper, approximately 150 words)**
- Did the paper adhere to APA style?**
- Was a minimum of 10 references provided?**

**SUBJECTIVE CRITERIA:**

- Did the paper introduce any new and/or original ideas, concepts or approaches to our roles as Destination Organizations?**
- Were any ideas, concepts or approaches (new or otherwise) noted in the paper well thought out and appropriately researched?**
- Is the submittal comprehensive and practice-oriented?**

**FINAL EXAM RATINGS**

- **Final Exam Accepted**
- **Final Exam Accepted – Opportunities for Improvement Noted**
- **Final Exam Accepted – Exemplary Work/Content should be considered for D-I programming**
- **Final Exam NOT Accepted. Reviewer will provide significant commentary, with direction given to the applicant as to what is needed in order for the final exam to be resubmitted and accepted.**
- **“Red-pen” review needed prior to consideration for publication.**