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|  | **Resort manager responsible for destination management** | |
| Description | Is responsible for destination planning and development operates on a destination level, and for strategic tourism management and development in a particular area. She/he ensures that all tourism stakeholders have a common goal. She/he is in charge of managing and implementing the national/regional/local tourism strategies for destination development, marketing and promotion. She/he often works in municipalities or in destination marketing organisations. | |
| **Category** | **Knowledge** | **Skills and competences** |
| **Sustainable destination management** | Comprehensive stakeholder coordination in coastal and maritime tourism | Analyse stakeholder potential in applying relevant long-term engagement methods, and mediate problem situations while demonstrating high-level leadership skills |
| Integrated coastal zone management and policy development | Identify and implement coastal and maritime policy development related activities and communicate economic, natural, cultural impacts |
| Project management in coastal destinations | Implement methods of sustainable management of resources in coastal tourism projects and analyse public and private funding opportunities  Consider destination-specific protection/conservation issues and implement assessment methods of carrying capacity |
| Seasonality management | Understand seasonality management needs and create necessary solutions in particular coastal destinations |
| **Coastal destination marketing** | Coastal destination branding and marketing | Develop and implement destination-specific marketing plans while using different marketing channels, promoting cooperation with coastal destination partners, and managing specific blue target groups |
| **Support of tourism entrepreneurs** | Entrepreneurial support in coastal and maritime tourism | Inform enterprises about the destination management strategy and activities, and support their competitiveness by organising courses, create platforms for dialog and increase the skills by providing trainings |