



## COURSE SYLLABUS

2019/2020 Academic Year

### GENERAL COURSE INFORMATION

1.1. Course Name	Tourist Destination Management								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	MTDES	1.7. Year of Study	First						
1.4. Course Code	TDM19364	1.8. Semester	Second / Summer						
1.5. Course Status	Obligatory	1.9. ECTS	5						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Type</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>30</td> </tr> <tr> <td>Exercises</td> <td>10</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	30	Exercises	10	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Type	Total Hours								
Lectures	30								
Exercises	10								

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Romana Lekić	2.6. Course Associates	Ružica Rašperić
2.2. Academic Rank	PhD	2.7. Academic Rank	MSc
2.3. Teaching Rank	College Professor	2.8. Teaching Rank	Lecturer
2.4. Contact e-mail	romana.lekic@bernays.hr	2.9. Contact e-mail	ruzica.rasperic@bernays.hr
2.5. Consultations	According to published schedule	2.10. Consultations	According to published schedule

### 3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course <i>Tourist Destination Management</i> is to familiarise students with key terms related to managing a tourist destination; to introduce students to the key stakeholders in tourist destination management; to teach students about structures and organisations within the destination management process and about methods of measuring quality.
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.



<h3>3.3. Learning Outcomes</h3>	<p>LO1: Explain the concepts of development, attractiveness and the life cycle of a tourist destination.</p> <p>LO2: Explain the role of the tourist destination in creating a tourism product.</p> <p>LO3: Explain the factors that have an impact on the tourist destination and the term tourist destination management.</p> <p>LO4: Identify the role, goals and importance of different interest groups in managing a tourist destination.</p> <p>LO5: Distinguish strategic and operative planning procedures in a tourist destination.</p>						
<h3>3.4. Course Content</h3>	<ol style="list-style-type: none"> <li>1. Tourist destination – basic development unit within the concept of tourism (development concept, attractiveness factors, life cycle).</li> <li>2. Tourism product and tourist destination (the role of a destination in creating a tourism product).</li> <li>3. Sustainable development of tourism – a platform for destination evolvement (arguments of sustainability and their interdependence, experience in tourism).</li> <li>4. Elements that have an impact on a tourist destination (economic, social, demographic, technological).</li> <li>5. Managing a tourist destination (term evolution, marketing and managing relationship).</li> <li>6. Interest groups in managing a tourist destination: private sector, public sector, tourists.</li> <li>7. Local community and managing a tourist destination.</li> <li>8. Public-private partnerships in tourism.</li> <li>9. Development of tourism in destinations and strategic planning.</li> <li>10. Marketing planning in tourism destinations.</li> <li>11. Management elements in tourist destination: planning for the needs of the destination, development of tourism product, communication with the market and distribution, branding.</li> <li>12. Tourist destination quality measurement methods: Field research, benchmarking analysis.</li> <li>13. Organisations that manage tourist destinations.</li> </ol>						
<h3>3.5. Types of Class Activities</h3>	<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Exercises	<input checked="" type="checkbox"/> Field Trips	<input type="checkbox"/> Multimedia and Network	<input type="checkbox"/> Mentored Paper		
	<input checked="" type="checkbox"/> Seminars and Workshops	<input type="checkbox"/> Distance Learning	<input type="checkbox"/> Independent Assignments	<input type="checkbox"/> Laboratory	<input type="checkbox"/> Misc.		
<h3>3.6. Course Language</h3>	Croatian Language						
<h3>3.7. Student Obligations</h3>	Class attendance and field trips.						
<h3>3.8. Monitoring Student Work and ECTS</h3>	<input type="checkbox"/> 1,3 Class Attendance	<input type="checkbox"/> Written Exam	<input type="checkbox"/> 0,7 Seminar Paper	<input type="checkbox"/> 3 Preliminary Exam(s)	<input type="checkbox"/> Project	<input type="checkbox"/> Misc.	
	<input type="checkbox"/> Activities in Class	<input type="checkbox"/> Oral Exam	<input type="checkbox"/> Research	<input type="checkbox"/> Essay			



### 3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Class attendance and class participation	5
2. Preliminary exam 1	35
3. Preliminary exam 2	35
4. Seminar paper	25
<b>Total Points</b>	<b>100</b>

### 3.10. Obligatory Literature

1. Magaš, D.: *Menadžment turističke organizacije i destinacije*. Fakultet za turistički i hotelski menadžment, Opatija, 2003.

### 3.11. Supplementary Literature

1. Čorak, S., ur.: *Izazovi upravljanja turizmom*. Zagreb: Institut za turizam, 2011.
2. UNWTO: *A Practical Guide to Tourism Destination Management*. Madrid: UNWTO, 2007.

### 3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires