



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Tourist Destination Branding								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	BRTD	1.7. Year of Study	Third						
1.4. Course Code	TDM19328	1.8. Semester	Fifth / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	6						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Structure</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> </tr> <tr> <td>Excercises</td> <td>10</td> </tr> </tbody> </table>	Course Structure	Hours	Lectures	20	Excercises	10	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Structure	Hours								
Lectures	20								
Excercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Doris Peručić	2.6. Course Associates	Karlo Kolesar
2.2. Academic Rank	PhD	2.7. Academic Rank	Struč.spec.oec.
2.3. Teaching Rank	Associate Professor	2.8. Teaching Rank	Assistant
2.4. Contact e-mail	doris.perucic@bernays.hr	2.9. Contact e-mail	karlo.kolesar@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 this course is to provide the theoretical and practical knowledge in the field of tourism destination branding, to enable students to understand the basic concept of branding and branding strategies and to explain the role and implementation of branding in the function of positioning tourist destinations and their products in a competitive tourism market.
3.2. Enrolment Criteria	Courses completed: Identity and image management and Destination Marketing



3.3. Learning Outcomes	<p>LO1: Explain the basic concepts of brand management of a tourist destination.</p> <p>LO2: Explain the basic concept of branding a tourist destination.</p> <p>LO3: Identify the key identity elements and attributes of the destination brand in creating the brand architecture.</p> <p>LO4: Implement destination branding model to specific destinations</p> <p>LO5: Analyse brand strategy of specific tourist destination.</p>																				
3.4. Course Content	<ol style="list-style-type: none"> 1. The global context of destination branding; 2. Origin and development of tourist destination branding; 3. Specific features of branding in tourism. Branding and national identity; 4. The state as a tourism brand; 5. Tourism destination branding strategies and tactics; 6. Elements of brand strategy and brand architecture; 7. The political context of destination branding; 8. The cultural context of destination branding; 9. The economic context of destination branding; 10. Regional branding strategies; 11. The role of events and creative industries in branding tourist destinations 																				
3.5. Types of Class Activities	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">X</td> <td style="width: 20%;">Lectures</td> <td style="width: 10%; text-align: center;">X</td> <td style="width: 20%;">Exercises</td> <td style="width: 10%;"></td> <td style="width: 10%;">Field Trips</td> <td style="width: 10%;"></td> <td style="width: 10%;">Multimedia and Network</td> <td style="width: 10%;"></td> <td style="width: 10%;">Mentored Paper</td> </tr> <tr> <td></td> <td>Seminars and Workshops</td> <td></td> <td>Distance Learning</td> <td style="text-align: center;">X</td> <td>Independent Assignments</td> <td></td> <td>Laboratory</td> <td></td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper		Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.
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3.6. Course Language	Croatian Language																				
3.7. Student Obligations	Active class participation, regular fulfilment of homework and class exercises.																				
3.8. Monitoring Student Work and ECTS	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">1</td> <td style="width: 20%;">Class Attendance</td> <td style="width: 10%;"></td> <td style="width: 20%;">Written Exam</td> <td style="width: 10%;"></td> <td style="width: 10%;">Seminar Paper</td> <td style="width: 10%; text-align: center;">4</td> <td style="width: 10%;">Preliminary Exam(s)</td> <td style="width: 10%; text-align: center;">1</td> <td style="width: 10%;">Project</td> </tr> <tr> <td></td> <td>Activities in Class</td> <td></td> <td>Oral Exam</td> <td></td> <td>Research</td> <td></td> <td>Essay</td> <td></td> <td>Misc.</td> </tr> </table>	1	Class Attendance		Written Exam		Seminar Paper	4	Preliminary Exam(s)	1	Project		Activities in Class		Oral Exam		Research		Essay		Misc.
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3.9. Grading Students during Class and Final Exam	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #cccccc;"> <th style="text-align: left;">Grade Type</th> <th style="text-align: center;">Points</th> </tr> </thead> <tbody> <tr> <td>1. Class Attendance</td> <td style="text-align: center;">10</td> </tr> <tr> <td>2. Preliminary Exam 1</td> <td style="text-align: center;">30</td> </tr> <tr> <td>2. Preliminary Exam 2</td> <td style="text-align: center;">30</td> </tr> <tr> <td>3. Project/ Exercises</td> <td style="text-align: center;">20</td> </tr> <tr> <td>4. Project presentation</td> <td style="text-align: center;">10</td> </tr> </tbody> </table>	Grade Type	Points	1. Class Attendance	10	2. Preliminary Exam 1	30	2. Preliminary Exam 2	30	3. Project/ Exercises	20	4. Project presentation	10								
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	Total Points	100
3.10. Obligatory Literature	<ol style="list-style-type: none">1. Gregorić, M. i Skendrović, Lj. (2013). <i>Uloga poduzetništva i cjeloživotnog učenja u brendiranju turističke destinacije</i>, Zagreb, Visoka škola za ekonomiju, poduzetništvo i upravljanje, „Nikola Šubić Zrinski“2. Križman-Pavlović, D. (2008). <i>Marketing turističke destinacije</i>, Zagreb, Sveučilište Jurja Dobrile u Puli, Odjel za ekonomiju i turizam „Dr. Mijo Mirković“, Mikrorad d.o.o.	
3.11. Supplementary Literature	<ol style="list-style-type: none">1. Vranešević, T. (2007): <i>Upravljanje markama : (Brand Management)</i>, Accent Zagreb2. Mark Anthony Camilleri (2018), <i>The Branding of Tourist Destinations: Theoretical and Empirical Insights</i>, University of Malta3. UNWTO (2010). <i>Handbook on Tourism Destination Branding</i>4. Baker, B. (2012). <i>Destination Branding for Small Cities</i>. Portland: Creative Leap Books.	
3.12. Quality Monitoring Methods	Observations and evaluation of teaching; student questionnaires	