



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Tourist Destination Marketing								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	MARTD	1.7. Year of Study	Second						
1.4. Course Code	TDM19316	1.8. Semester	Third / Winter						
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>15</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	15	Exercises	15	1.10. Class Venue and Schedule	Bernays – according to published schedule
Course Type	Total Hours								
Lectures	15								
Exercises	15								

2. TEACHING STAFF

2.1. Lecturer in Charge	Doris Peručić	2.6. Course Associates
2.2. Academic Rank	PhD	2.7. Academic Rank
2.3. Teaching Rank	Associate Professor	2.8. Teaching Rank
2.4. Contact e-mail	doris.perucic@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to schedule	2.10. Consultations

3. COURSE DESCRIPTION

3.1. Course Objectives	Provide basic knowledge of tourist destination marketing. Understand the special characteristics of the tourism market, particularly destination marketing, market segmentation and market positioning. Demonstrate the skills needed to develop the appropriate marketing strategy and marketing mix for tourism services and design, and manage the destination marketing project.
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.
3.3. Learning Outcomes	LO1: Explain the special characteristics of tourism marketing LO2: Describe the process and activities of destination marketing management



3.4. Course Content	<p>LO3: Explain the process of marketing research, market segmentation and market positioning</p> <p>LO4: Apply knowledge acquired in this course to design destination marketing project</p> <ol style="list-style-type: none"> 1. Special characteristics of tourism marketing. 2. Tourist destination product 3. The role of the tourism organization in the development of tourist destinations 4. Destination marketing 5. Creating a destination strategic marketing plan 6. Development of marketing strategy 7. Marketing research and market segmentation 8. Selecting target segments and positioning 9. Destination branding 10. The image of a tourist destination 11. Design and analysis of destination marketing project 																				
3.5. Types of Class Activities	<table border="1"> <tr> <td>X</td> <td>Lectures</td> <td>X</td> <td>Exercises</td> <td></td> <td>Field Trips</td> <td></td> <td>Multimedia and Network</td> <td></td> <td>Mentored Paper</td> </tr> <tr> <td>X</td> <td>Seminars and Workshops</td> <td></td> <td>Distance Learning</td> <td></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	X	Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.
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3.6. Course Language	Croatian Language																				
3.7. Student Obligations	Class attendance and participation in lecture discussions. Participation in exercises and presentation of seminars.																				
3.8. Monitoring Student Work and ECTS	<table border="1"> <tr> <td>1</td> <td>Class Attendance</td> <td></td> <td>Written Exam</td> <td></td> <td>Seminar Paper</td> <td>3</td> <td>Preliminary Exam(s)</td> <td>1</td> <td>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	3	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"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Class attendance and participation in lecture discussions</td> <td>10</td> </tr> <tr> <td>2. First preliminary exam</td> <td>40</td> </tr> <tr> <td>3. Second preliminary exam</td> <td>20</td> </tr> <tr> <td>4. Project</td> <td>30</td> </tr> <tr> <td>Total Points</td> <td>100</td> </tr> </tbody> </table>	Grade Type	Points	1. Class attendance and participation in lecture discussions	10	2. First preliminary exam	40	3. Second preliminary exam	20	4. Project	30	Total Points	100								
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3.10. Obligatory Literature	<ol style="list-style-type: none"> 1. Kotler, P., Bowen, J., Makens, J. (2010). <i>Marketing u ugostiteljstvu, hotelijerstvu i turizmu</i> (četvrto izdanje). Zagreb: Mate d.o.o. 2. Križman-Pavlović, D. (2008). <i>Marketing turističke destinacije</i>. Pula: Sveučilište Jurja Dobrile u Puli, Odjel za ekonomiju i turizam „Dr. Mijo Mirković“ 																				



3.11. Supplementary Literature

1. Pike, S. (2016). *Destination Marketing: Essentials*. London: Taylor & Francis Ltd
2. Kotler, P., Keller, K. L., Martinović, M. (2014). *Upravljanje marketingom* (14. izdanje). Zagreb: Mate d.o.o.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires