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| Course: | **Management of Tourist Destinations**  |
| Course id:2МRR2О06 |
| Number of ECTS: 4  |
| Teacher: | Kristina T. Košić, PhD |
| Course status | Mandatory |
| Number of active teaching classes (weekly) |
| Lectures: 2 | Tutorials: 2  | Other teaching types: | Study research work: | Other classes: |
| Precondition courses | None |
| 1.Educational goalsThe goal of the course is the introduction of students to various types of tourism management in tourist destinations. Tourism development in a destination depends on the existing tourist resources and their use and management by numerous stakeholdes and local population. The goal is to educate and prepare students for tourist destination management. Intensive competitiveness on the world tourism market demands well-educated and professional people for presenting and promoting tourist destinations in order to establish a competitive advantage of a destination. A large number of case studies will be used to demonstrate positive and negative examples of tourist destination development in order to emphasise the importance of decision-making regarding tourism development in a destination.  |
| 2.Educational outcomesMastering the basic theoretical knowledge in tourist destination management, and acquiring the practical knowledge and skills which would enable direct participation in the tourism work process.  |
| 3.Course content*Theoretical instruction*The concept of tourist destinations; Elements of tourist destinations; Characteristics of tourist destinations; Types of tourist destinations; Evolution of tourist destinations; Tourist destinations and their importance in tourism; Assessment of the potential of tourist destinations; Functioning of destination management; Application of marketing in tourist destination; E-destinations; The concept of the quality of tourist destinations; Integrated management quality of tourist destinations; Providing high-quality experience for visitors; Branding of tourist destinations. *Practical instruction, Tutorials, Other types of instruction, Research work, etc.*Analysis of the Internet promotions of tourist destinations and tourism organisations.  |
| 4.Teaching methodsDesk research, field research and case studies. Contemporary types of presentations by means of multimedia equipment. Students’ research and study strategies are as follows: accumulating and diffusing the knowledge acquired in the course during previous years. Critical analysis of the existing knowledge in the field of tourism, tourist destination management and development, and the possibilities for individual planning of tourist destination promotion, presentation and marketing. |
| Knowledge evaluation (maximum 100 points) |
| Pre-examination obligations | Mandatory | Points | Final exam  | Mandatory | Points |
| Lecture attendance | Yes/No | **5** | Oral exam | Yes/No | **40** |
| Practical work | Yes/No | **5** |  |
| Tests | Yes/No | **40** |
| Seminar papers | Yes/No | **10** |
| Literature  |
| Ord. | Author | Title | Publisher | Year |
| 1. | Štetić, S. | Menadžment turističke destinacije | Srpsko geografsko društvo, Beograd. | 2009 |
| 2. | Jovičić, D | Menadžment turističkih destinacija | Želnid, Beograd | 2002 |
| 3. | O. Bakić, | Marketing menadžment turističke destinacije | Beograd | 2005 |
| 4. | R.Doswell | The management of the tourism sector | ICM, Londоn | 2000 |
| 5. | WTO | Practical guide to Tourism Destination Management |  | 2007 |