

<b>Study program :</b> Tourism and hospitality			
<b>Course name:</b> Tourism destination management			
<b>Professor:</b> Rodoljub D. Čučulović, PhD			
<b>Subject status:</b> compulsory course			
<b>ECTS:</b> 5			
<b>Requirements:</b> no requirements			
<b>Aim of the course</b> The aim of the course is to familiarize students with economic characteristics of tourism destinations. Furthermore, the aim of the course is determining the position of particular destinations in relation to competition, where special attention is placed on determining the volume, structure and the quality of tourism destination, aims, missions and management lines of those destinations.			
<b>Outcome of the course</b> After successfully completing the course, students will be able to thoroughly familiarized with all economic characteristics of a particular tourism destination based on what they will be able to, foretell all variants of further development of a tourism destination and its competitive position on the tourism market.			
<b>Content of the course</b> <i>Theoretical lectures</i> Importance and place of destination in tourism; The notion, concepts, elements of tourism destination; Basic characteristics of tourism destinations; Dynamic factors of development of tourism destinations; Participants in the development of tourism destinations; Destination as a tourism system; Place and role of tourism organizations in Serbia; Competitiveness and sustainability of tourism destinations; Marketing of tourism destinations; Branding of tourism destination; Benchmarking of tourism destination; Organizations and participants in destination management; Sustainable development of tourism destinations; Management process of tourism destinations on a local level; Creating an image of tourism destination; Crisis management of tourism destinations; Cooperation and partnership in tourism.  <i>Practical course work</i> Interactive analysis of the notion of tourism destination, Leiper's model and basic elements on the example of concrete tourism destinations; Interactive groups and the role of organizations for tourism destination management (DMO) – of tourism organizations. Competitiveness of tourism destinations, report analysis, WEF, Tourism clusters in Serbia and neighboring countries; The importance of clusters for tourism development; Interactive analysis of Tourism development strategy in Serbia; Interactive analysis of master plans of tourism destinations.			
<b>Literature</b> <ul style="list-style-type: none"> <li>• Попеску, Ј. <i>Менаџмент туристичке дестинације</i>, Универзитет Сингидунум, Београд, 2008.</li> <li>• Пауновић, Б. <i>Менаџмент туристичке дестинације</i>, Алфа граф, Нови Сад, 2007.</li> <li>• Бакић, О. <i>Маркетинг менаџмент туристичке дестинације</i>, Економски факултет, Београд, 2002.</li> </ul>			
<b>Total number of active teaching classes</b>		<b>Lectures: 30</b>	<b>Practical course work: 30</b>
<b>Teaching methods</b> Lectures; practical course work, presentations of good examples of professional practice, case studies, preparation and presentation of term papers.			
<b>Evaluation (maximum points 100)</b>			
<b>Pre-exam activities</b>	Points	<b>Final exam</b>	Points
active participation in lecture classes	5	Written exam	
active participation in practical course work	5	Oral exam	45
Colloquium	30	.....	
Term papers	15		