

**(Table 5.2) Course unit description**

Study program: Business Economics and Management				
Type and level of studies: Master studies				
<b>Course unit: Management of Tourism Destination</b>				
<b>Teacher in charge: Nikola Boskovic</b>				
Language of instruction: English				
ECTS: 8				
Prerequisites: /				
Semester: Winter Semester				
<b>Course unit objective</b>				
Transferring to students the necessary theoretical knowledge for understanding basic concepts, principles and models of management of tourism destinations, as one of the most important part of tourism. Managing tourism destinations is an important part of controlling tourism's environmental impacts. Destination management can include land use planning, business permits and zoning controls, environmental and other regulations, business association initiatives, and a host of other techniques to shape the development and daily operation of tourism-related activities.				
<b>Learning outcomes of Course unit</b>				
Ability to:				
<ul style="list-style-type: none"> <li>• discuss the basic concepts and principles of management of tourism destinations;</li> <li>• describe the specific features of tourism products and the ways in which the tourism business operates;</li> <li>• explain the decision-making process of management of tourism destinations;</li> <li>• control the environmental impact</li> </ul>				
<b>Course unit contents</b>				
<p><b>Lectures:</b> Tourism destination-basic concept; Competitiveness of tourism destination; Strategic management of tourism destination; Marketing of tourism destination; Crisis management of tourist destination; Positioning and branding of tourist destination; Sustainability of tourist destination; Destination management organisations</p> <p><b>Practical teaching:</b> Lab classes, other methods of teaching, study research work</p>				
<b>Literature</b>				
<ol style="list-style-type: none"> <li>1. Vanhove, N.(2005). <b>The economics of tourism destinations</b>. Elsevier</li> <li>2. Swarbrooke, J. (1998). <b>Sustainable Tourism Management</b>. CABI publishing</li> </ol>				
<b>Number of active teaching hours</b>				<b>Other classes</b>
Lectures	Practice	Other forms of classes	Independent work	
<b>Teaching methods</b>				
Professor's lectures, case studies, discussions, analysis of current developments in capital markets				
<b>Examination methods (maximum 100 points)</b>				
<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>	
Student's activity during lectures		oral or written examination	50	
practical classes/tests	20			
Seminars/homework	30			
Project				
Other				

<b>Grading System</b>		
<b>Grade</b>	<b>Bo. Of Points:</b>	<b>Description</b>
<b>10</b>	<b>91-100</b>	Excellent
<b>9</b>	<b>81-90</b>	Exceptionally good
<b>8</b>	<b>71-80</b>	Very good
<b>7</b>	<b>61-70</b>	Good
<b>6</b>	<b>51-60</b>	Passing
<b>5</b>	<b>0-50</b>	Failing