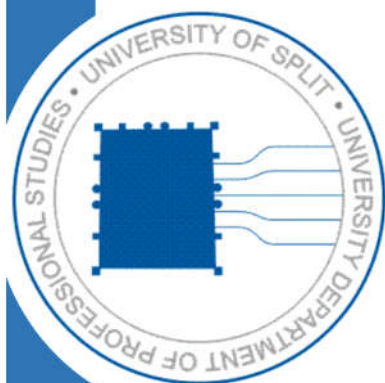


Course syllabus

Tourism Destination Management



COURSE DETAILS

<i>Type of study programme</i>	Undergraduate professional study programme - 180 ECTS	
<i>Study programme</i>	Trade and Tourism Management	
<i>Course title</i>	Tourism Destination Management	
<i>Course code</i>	STT035	
<i>ECTS (Number of credits allocated)</i>	6	
<i>Course status</i>	Core	
<i>Year of study</i>	Third	
<i>Course Web site</i>	https://moodle.oss.unist.hr/enrol/index.php?id=484	
<i>Total lesson hours per semester</i>	Lectures	30
	Seminars	30
	Practicals	0
<i>Prerequisite(s)</i>	None	
<i>Lecturer(s)</i>	Goran Ćorluka, PhD, Lecturer	

COURSE DESCRIPTION	
Course Objectives:	Provide knowledge about: <ul style="list-style-type: none"> • the tourist destination concept, • the tourist destination management system, • the concept of destination resources and attractions, • tourist destination competitiveness, • marketing of tourist destination, • the tourist destination development planning process.
Learning outcomes On successful completion of this course, student should be able to:	1. Analyse tourist destination demand. 2. Identify destination offerings determinants. 3. Understand the management system of a tourism destination organization. 4. Apply the marketing mix concept to a tourist destination. 5. Analyse tourist destination attractiveness and competitiveness. 6. Understand the importance of planning in the development of destination tourism. 7. Create a tourism destination development strategy.
Course content	Tourist market contemporary challenges. Tourist destination demand analysis. The tourist destination concept. Destination management organisation. Tourist destination offerings determinants. Tourist destination resource base. Tourist destination attractiveness. Tourist destination competitiveness. Tourism product management. Tourist destinations marketing. Seasonality of tourist destination. Planning of tourism destination development. Tourism destination development policy and strategy. Management of sustainable tourism development.

CONSTRUCTIVE ALIGNMENT – Learning outcomes, teaching and assessment methods

Alignment of students activities with learning outcomes		
Activity	Student workload ECTS credits	Learning outcomes
Lectures	30 hours / 1,0 ECTS	1,2,3,4,5
Practicals and seminars	30 hours / 1,0 ECTS	1,2,4,5
Preparation and presentation of term work	30 hours / 1,0 ECTS	1,2,3,4,5

Self-study	60 hours / 2,0 ECTS	1,2,3,4
Office hours, mid-term exams and final exam	30 hours / 1,0 ECTS	1,2,3,4
TOTAL:	210 hours / 6 ECTS	1,2,3,4,5

CONTINUOUS ASSESSMENT		
Continuous testing indicators	Performance A_i (%)	Grade ratio k_i (%)
<i>Case study</i>	50-100	30
<i>First mid-term exam</i>	50-100	35
<i>Second mid-term exam</i>	50-100	35

FINAL ASSESSMENT		
Indicators checks - final exam (first and second examination date)	Performance A_i (%)	Grade ratio k_i (%)
<i>Final exam (written)</i>	50 - 100	70
<i>Previous activities (case study)</i>	50 - 100	30
Indicators checks - final exam (third and fourth examination date)	Performance A_i (%)	Grade ratio k_i (%)
<i>Final exam (written)</i>	50 - 100	70
<i>Previous activities (case study)</i>	50 - 100	30

PERFORMANCE AND GRADE		
Percentage	Criteria	Grade
50% - 62,4%	<i>basic criteria met</i>	<i>sufficient (2)</i>
62,5% - 74,9%	<i>average performance with some errors</i>	<i>good (3)</i>
75% - 87,4%	<i>above average performance with minor errors</i>	<i>very good (4)</i>
87,5% - 100%	<i>outstanding performance</i>	<i>outstanding (5)</i>

ADDITIONAL INFORMATION

Teaching materials for students, detailed course syllabus, current information and all other data are available by MOODLE system to all students.