



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Marko Perić, PhD, associate professor	
Name of the course	Strategic Management in Tourism	
Study programme	Graduate study programmes: Tourism Marketing	
Status of the course	Compulsory	
Year of study	1st year	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60 (30+0+30)
<i>1. Course objectives</i>		
<p>The aim of the course is to explain to students the process of strategic management of tourism enterprises with an emphasis on strategic preparation, evaluation, start up and development of strategic management process in tourism companies. In addition to the basic steps in the process of strategic management (analysis of the environment, strategic orientation, strategy formulation and implementation, strategic control), the place and role of business models as well as projects in the strategic management process will be clarified for the purpose of training students to formulate their own examples of strategies and strategic development plans in tourism.</p>		
<i>2. Course enrolment requirements</i>		
None		
<i>3. Expected learning outcomes</i>		
<p>After passing the exam, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the strategic management process</li> <li>2. Interpret the favourable opportunities and threats for tourism companies</li> <li>3. Analyse and interpret the internal strengths and weaknesses of the tourism enterprise</li> <li>4. Analyse new developments in tourism and hospitality</li> <li>5. Explain the basic elements of defining the strategic direction of the tourism enterprise</li> <li>6. Prepare and explain the differences between the various strategic options of the tourism enterprise</li> <li>7. Explain implementing selected strategy in a tourism enterprise</li> <li>8. Explain ways of controlling the implementation of the selected strategy in a tourism enterprise</li> <li>9. Explain the place and role of business models in the strategic management process</li> <li>10. Explain the role and position of projects in the process of strategic management</li> <li>11. Formulate a suitable strategy / strategic plan for a tourism company</li> <li>12. To compare and evaluate the quality of designed strategies and strategic plans for tourism enterprises</li> </ol>		
<i>4. Course content</i>		
<p>Strategic management process            Internal environment analysis            External environment analysis            Vision mission and goal setting            Strategy formulation            Strategy implementation through functional strategies            Strategy implementation through structure, culture and leadership            Business models and strategy            Strategic aspects of project management and business plan development</p>		



Strategic alliances Strategic control Trends in strategic management							
5. Manner of instruction		<input checked="" type="checkbox"/> lectures	<input checked="" type="checkbox"/> seminars and workshops	<input type="checkbox"/> exercises	<input type="checkbox"/> distance learning	<input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments
							<input checked="" type="checkbox"/> multimedia and network
							<input type="checkbox"/> laboratories
							<input type="checkbox"/> mentorship
							<input type="checkbox"/> other
6. Comments							
7. Student responsibilities							
Class attendance, continuous assessment and written exam, creating case study.							
8. Monitoring of student work <sup>1</sup>							
Class attendance	2,4	Class participation		Seminar paper		Experimental work	
Written exam	1,1	Oral exam		Essay		Research	
Project		Continuous assessment	1,7	Report		Practical work	
Portfolio		Case study	0,8				
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
10. Mandatory literature (at the time of submission of study programme proposal)							
1. Buble, M. et al., Strateški menadžment, Sinergija nakladništvo, Zagreb, 2005. 2. Cetinski, V., Perić, M., Projektni menadžment, Fakultet za turistički i hotelski menadžment, Opatija 2013.							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
1. Mountinho, L., Strateški menadžment u turizmu, Masmedia, Zagreb, 2005. 2. Cetinski, V., Strateško upravljanje razvojem turizma i organizacijska dinamika, Fakultet za turistički i hotelski menadžment, Opatija, 2005.							
12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.							

<sup>1</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.