



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Lorena Bašan, Ph.D., Associate professor	
Name of the course	Marketing of Tourist Destinations	
Study programme	Tourism Management	
Status of the course	compulsory	
Year of study	1 st year	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60
1. Course objectives		
The main objectives of this course are to develop sensitivity and stress the importance of sustainable management of cultural and natural heritage. Accordingly, it's necessary to develop appropriate marketing strategies and marketing mix, as well to make the appropriate positioning and promotion on the tourist market.		
2. Course enrolment requirements		
None		
3. Expected learning outcomes		
After passing the exam, students will be able to:		
<ol style="list-style-type: none"> 1. to differentiate tourist market compared to other markets and explain its features 2. to interpret the basic characteristics and conditions of the development of tourist destination 3. critically evaluate the application of sustainability in the management of tourist destination and therefore in the management of natural and cultural heritage as a prerequisite in achieving destination competitiveness 4. to interpret and distinguish the features of destination tourist product based on the principles of sustainable development and the importance of its brand and image on the tourist market 5. to propose process of travel destination market research 6. to argue the benefits of market segmentation of the destination tourist product and to interpret destination target market segments 7. to differentiate vary ways of pricing and sales channels of tourism product 8. correctly interpret the process of marketing communication with the tourism product market and critically assess the application of the promotional mix and available promotional tools for tourist destination 9. to propose marketing activities on the example of a tourist destination and to suggest solutions for improvement of the destination attractiveness and its marketing activities 		
4. Course content		
The importance of a tourist destination. Terms of development of a tourist destination. The characteristics of the tourist destination product . Tourist receptive, attractions and special events in a destination. The market cycle of a destination tourism product and development of new products. The market of a destination tourism product - changes in the tourism supply and demand. Marketing research and market segmentation of a destination tourism product. Communication of tourist destination with the market. Marketing activities in the function of sales a destination tourism product. Marketing activities in attracting potential users to the destination. Marketing of special events in the tourist destination. Tourist destination marketing 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 type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other			
6. Comments							
7. Student responsibilities							
class attendance, activities on the class, project work, case study, mid-term exams and final exam							
8. Monitoring of student work ¹							
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		Project work	0,5	Case study	0,3		
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
<p>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.</p> <p>For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
10. Mandatory literature (at the time of submission of study programme proposal)							
<p>1. Berc Radišić, B., Marketing turističkog proizvoda destinacije, Fakultet za menadžment u turizmu i ugostiteljstvu, 2009.</p> <p>2. Križman Pavlović, D.: Marketing turističke destinacije, Mikrorad d.o.o., Zagreb, 2008.</p>							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<p>1. Marušić, M., Prebežac, D., Istraživanje turističkog tržišta, Adeco, Zagreb 2004.</p> <p>2. Bill, R., Marketing turističkih atrakcija festivala i posebnih događanja, Protecom d.o.o. Zagreb 1997.</p> <p>3. Berc Radišić, B., Marketing u hotelijerstvu, Fakultet za turistički i hotelski menadžment, Opatija, 2004.</p> <p>4. Berc Radišić, B., Promocija u Hotelijerstvu, Fakultet za turistički i hotelski menadžment, Opatija, 2005.</p>							
12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
<p>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.</p>							

¹ 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.