



COURSE DESCRIPTION		
Course instructor	Dragan Magaš, Ph.D., Full Professor Tenure	
Name of the course	Tourism Destination Management	
Study programme	Undergraduate Study Management of Sustainable Development	
Status of the course	Mandatory	
Year of study	3 rd	
ECTS credits and manner of instruction	ECTS credits	6
	Number of class hours (L+E+S)	30 + 0 + 30
1. Course objectives		
<p>Introduce students into a general approach to managing a tourist destination. Introduce students with the basic characteristics and specifics of tourism destination management. Define the underlying concepts of managing complex systems or subsystems of a tourist destination, identifying public and profit functions, applying the guiding idea and competitiveness strategy, developing and shaping offers, marketing and representation functions in the destination. Identify the institutional and strategic framework for tourist destination management. Enable students to apply acquired theoretical knowledge in practice of tourist destination management.</p>		
2. Course enrolment requirements		
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3. Expected learning outcomes		
<ol style="list-style-type: none"> 1. Establish and review the underlying concepts and theoretical settings in the domain of tourism destination management. 2. Rate and critically evaluate the characteristics and specifics of the management of a tourist destination. 3. Compare different modes of a tourist destination management. 4. Evaluate and select the optimal strategic framework for managing a tourist destination. 5. Establish and review well-known strategic planning techniques for managing a tourist destination. 		
4. Course content		
<ol style="list-style-type: none"> 1. Definition of tourist destination and management of tourist destination 2. Public coordination functions and destination management 3. Destination Management Functions 4. Tourism Management and Tourism Organization 5. Strategic planning and public roles 6. Organizing in a tourist destination 7. Organizational Structure and Public Coordinating Functions by Levels 		
5. Manner of instruction	<ul style="list-style-type: none"> x lectures x seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork 	<ul style="list-style-type: none"> x individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories x mentorship <input type="checkbox"/> other
6. Comments	-	



<i>7. Student responsibilities</i>							
Regular class attendance, preparation and verbal presentation of the seminar work, final written exam.							
<i>8. Monitoring of student work¹</i>							
Class attendance	2,0	Class participation		Seminar paper	2,0	Experimental work	
Written exam	1,0	Oral exam		Essay		Research	1,0
Project		Continuous assessment		Report		Practical work	
Portfolio							
<i>9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
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.							
<i>10. Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Magaš, D. , Destinacijski menadžment – modeli i tehnike, Sveučilište u Rijeci, Fakultet za turistički i hotelski menadžment Opatija, Opatija, 2008.							
2. Magaš, D., Vodeb, K., Zadel, Z., Management turističke organizacije i destinacije, Sveučilište u Rijeci, Fakultet za turistički i hotelski menadžment Opatija, Opatija, 2018.							
<i>11. Optional/additional literature (at the time of submission of the study programme proposal)</i>							
Pike, S., Marketing turističkog odredišta – pristup integriranih marketinških komunikacija, M Plus d.o.o. , Zagreb, 2010.							
<i>12. Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
<i>13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of adoption of the materials will be established through the implementation of a written evaluation of the extensive questionnaires and other methods foreseen by the accepted standards, in accordance with the "Rule of Quality System" of the University of Rijeka and the "Quality System Regulations" of the Faculty of Tourism and Hospitality Management.							

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.