
TOURISM DESTINATION MANAGEMENT

COURSE LEVEL: Master

ECTS CREDITS: 8 ECTS

COURSE COORDINATOR: Mihalič Tanja Ph.D.

COURSE GOALS: Students learn about the basic and specific concepts and definitions of touristic destination, literature, authors and practical cases of selected tourist destination management. They get to know the functions, subjects, the organization of tourist destinations, and the methodological approaches for analytical monitoring and planning of development and competitiveness of tourist destinations. The acquired knowledge enables the application of theoretical knowledge and practical cases in new environments, development of tools and methods for statistical monitoring of development and competitiveness of tourist destinations, an upgrade of knowledge for more effective management of tourist destinations and its benchmarking. The course develops a creative approach to development of skills in the area of tourist destinations management, an upgrade of the knowledge based on different types of tourist destinations, and empirical methods for monitoring the effectiveness of development and the competitiveness of tourist destinations. Within the course students develop skill to use different sources, literature and examples of good practices from Slovenia and mostly abroad; to use software for analysis; team work; to communicate with different entities operating in the tourist destination; to apply knowledge in practical situations.

COURSE CONTENT:

1. Introduction
2. What is tourist destination?
3. Partnership of interest groups in tourist destination
4. The importance of tourist destination management: organization and business functions of tourist destination management
5. Positioning, USP and image of tourist destination
6. Marketing of tourist destination
7. Principles and methods of development of tourist destination
8. Measurement of competitiveness of tourist destination
 - 8.1. Statistical sources for the measurement of competitiveness of tourist destination
 - 8.2. Indicators of development and competitiveness of tourist destination
 - 8.3. A model for monitoring the lifetime of tourist destination
9. Basic instruments of tourism policy in tourist destination
10. Case studies

COURSE WORK PLAN:

- lectures dealing with theoretical and practical issues (3 hours per week),
- seminars and tutorials to deal with selected cases of design and management of tourist destinations, discussions and consultations.

The course has scheduled visits to tourist destinations, guest visits from tourist destinations and electronic forms of work – chat rooms. Students pick one of the proposed topics for a seminar paper that they prepare in a written form and present in class.

COURSE GRADE SYSTEM

- Written exam - 60%
- Homework, participation in tutorials and seminars - 20%
- Projects, participation in lectures - 20%
- Bonus points for exceptional participation and extra assignments - 10%
- The exam may be entirely in a written form or on an expressed desire of the student also combined with - 100%