

Course unit code	BE 181
Course unit title	Tourist Destination

GENERAL INFORMATION				
Study program	Graduate study program: Business Economics		Year	1.
Director of the course and assistant	Full Professor, D. Križman Pavlović, Ph.D. E-mail: dkrizman@unipu.hr Iva Slivar, Ph.D. E-mail: iva.slivar@unipu.hr			
Course status	X	Mandatory		Elective
Credits allocated and type of lectures				
			Winter semester	Summer semester
ECTS students workload				7,5
Number of hours per semester				75

Course objectives, teaching and learning methods and learning outcomes

1. introduce students to the theoretical determinants of tourism destination marketing and management of a tourist destination
2. train students for tourism destination management

Requirements, correspondence and correlativity

Course content (list of topics)

- Explanation, the origin and meaning of the term tourist destination
- Typologies of tourist destination
- Development of the tourist destination (model development)
- Tourist destinations such system
- Marketing tourism destinations
- Attractiveness of tourist destinations
- Image of tourism destinations
- Choice tourist destination in the context of the behavior of tourists as consumers
- Tourist destination as a brand
- Management of tourism destination marketing the process
- The role of marketing in the sustainable development of tourism destinations

Modes of instruction and acquiring knowledge (mark in bold)

Lectures	Seminars and workshops	Exercises	Individual tasks	Multimedia and internet
Distance learning	Counseling	Laboratory	Tutorial	Fieldwork

Student requirements

- Attendance
- Preparation and presentation of a seminar paper

Assessment and evaluation of students (mark in bold)

Attendance	Class participation	Seminar paper	Experimental work
Written exam	Oral exam	Essay	Research
Project	Continuous assessment	Report	Practical work

Assessment breakdown within the *European credit transfer system*

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Written exam	132	1, 2	4	53,33 %
Seminar paper	75	1, 2	2,5	26,67%
Attendance	9	1, 2	0,5	13,33%
Class participation	9	1, 2	0,5	6,67%

Bibliography**Mandatory bibliography**

Križman Pavlović, D. (2008). *Marketing turističke destinacije*. Pula, Zagreb: Sveučilište Jurja Dobrile u Puli, Mikrorad d.o.o.

Magaš, D. (2007). *Destinacijski menadžment - modeli i tehnike*. Rijeka : Sveučilište u Rijeci, Fakultet za turistički i hotelski menadžment u Opatiji.

Pike, S. (2008). *Destination Marketing: An Integrated Marketing Communication Approach*. Oxford, UK: Elsevier, Inc.

Additional bibliography

Cooper, C., Fletcher, J., Gilbert, D. et al. (2008). *Tourism – Principles and Practice*. Essex: Pearson Education Limited.

Laws, E. (1993). *Tourist Destination Management: Issues, Analysis and Policies*. London: Routledge.

Oppermann, M., Chon, K.-S. (1997). *Tourism in Developing Countries*. London: Internationala Thomson Business Press.

Additional information on the course