

General information		
Course instructor	Zrinka Zadel, Ph.D., Full Professor	
Name of the course	Tourism Destination Management	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
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 DESCRIPTION		
1.1. <i>Course objectives</i>		
The objectives of the course are to synthesize the management knowledge of complex structures such as tourist destinations, ie. tourist organizations based on the theoretical achievements of scientific analysis and current practice.		
1.2. <i>Course enrolment requirements</i>		
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1.3. <i>Expected learning outcomes</i>		
After passing the exam it is expected that the student will be able to:		
1. State and name the basic concepts of tourist destination and tourist destination management		
2. Explain, correlate and utilize knowledge related to the management of complex tourist destination systems and subsystems by interpreting public and profit functions and applying the guiding idea and competitive strategy, designing the supply, marketing and interest representation function in the destination		
3. Classify and generate management of tourist destination		
1.4. <i>Course content</i>		
Definition of tourist destination and management of tourist destination. Management of the tourist destination system. Public coordination functions and destination management. Destination management functions. Tourism management and tourism organization. Strategic planning and public roles. Organizing in a tourist destination. Organizational structure and public coordinating functions by levels.		
1.5. <i>Manner of instruction</i>	<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
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Regular class attendance, preparation and verbal presentation of the seminar work, essay, final written exam.		

1.8. <i>Monitoring of student work</i> ¹							
Class attendance	2	Class participation		Seminar paper	0,8	Experimental work	
Written exam	1	Oral exam		Essay	0,7	Research	
Project		Continuous assessment	1,5	Report		Practical work	
Portfolio							
1.9. <i>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 students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> 1. Ryan, C. (2020). Advanced Introduction to Tourism Destination Management. Elgar, UK. 2. Peterson. D. (2016). Tourism Development and Destination Management. Clarye International. New York 							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> 1. Tourism Destination Management – Instruments, Products and Case Studies. – special issue- (2019). Springer, Switzerland. 2. Tourism Destination Management.- special issue- (2019). MDPI, Switzerland. 3. Mason, P. (2016). Tourism impact, planning and management. Routledge. New York 							
1.12. <i>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>	
Ryan, C. (2020). Advanced Introduction to Tourism Destination Management. Elgar, UK.					5		
Peterson. D. (2016). Tourism Development and Destination Management. Clarye International. New York					5		
1.13. <i>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 the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement 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.

