

Level: PhD				
Course title: Factors of competitiveness of tourist destinations (DT123)				
Status: elective				
ECTS: 11				
Requirements: the following courses from undergraduate studies passed: Tourism Management, Marketing in tourism, Tourist destination management and Tourist Regions.				
Learning objectives Learning how to increase competitiveness of destinations through theoretical and practical knowledge and examples. Introducing guidelines on how to create a successful destination with the launch of a conceptual model of destination competitiveness, so that realizing the importance of sustainability ensures its long-term success.				
Learning outcomes Introducing the factors of competitiveness of tourist destinations. Understanding the functioning model of a destination, destination management and marketing of competitive destinations. Students learn to manage destination organization, how to build a brand (trademark), and the skill of branding.				
Syllabus <i>Theoretical instruction</i> Destination as a spatial and functional unit of the tourism industry. Competitive destinations. Viable destination. Model of destination competitiveness. Macro and micro environment of the destination. Basic resources and attractions destination. Following factors and resources. Policy, planning and destination development. Destination management - the key to gaining sustainable competitive advantage. Marketing mix destination. Marketing competitive destination in the future. The parameters that define the potential destination. Functioning of the destination model. Creating a brand of tourism. <i>Practical instruction</i> Independently create a functional model of competitive destinations.				
Weekly teaching load				Other:
Lectures: 4 (60)	Exercises:	Other forms of teaching:	Student research:	