

Level: bachelor				
Course title: Management of tourist destinations (T317)				
Status: obligatory for modules Tourism and Hunting Tourism				
ECTS: 7				
Requirements: none				
Learning objectives The goal of this course is to introduce students to different ways of managing tourism in tourist destinations. The development of tourism in the destination depends on the existing tourism resources, use of resources and management of these resources by a number of stakeholders and local residents. The goal is to educate and train students in tourism destination management. Increasing competition in the global tourism market requires well-trained personnel for the promotion and presentation of tourist destinations, in order to establish competitive destinations. Another goal of the course is to enable students to work. A number of case studies will be used to identify both positive and negative examples of the development of some tourist destinations in order to highlight the importance of making decisions related to the development of tourism in general.				
Learning outcomes Mastering the basic theoretical knowledge in the field of management of tourist destinations as well as acquiring practical knowledge and skills which lead to employment in the tourism industry.				
Syllabus <i>Theoretical instruction</i> The concept of a tourist destination, tourist destinations elements, features of tourist destinations, types of tourism destinations; Evolution of tourist destination, tourist destinations and their importance in tourism; Assessment of tourism potential destinations, Destination Management, Marketing application in a tourist destination, E-destination concept of quality tourist destinations; Integrated quality management of tourist destinations; Providing quality experience for visitors; branding tourist destinations. <i>Practical instruction</i> Analysis of the Internet promotion of tourist destinations and tourism organizations.				
Weekly teaching load				Other: -
Lectures: 3	Exercises: 2	Other forms of teaching: -	Student research: -	