

<b>Study Programme: PhD in Geosciences (Tourism)</b>			
<b>Level: PhD</b>			
<b>Course title: Factors of competitiveness of tourist destinations</b>			
<b>Lecturer(s): dr Nevena Ćurčić, dr Vanja Dragičević, dr Jovan Plavša</b>			
<b>Status:</b> elective			
<b>ECTS:</b> 11			
<b>Requirements:</b> the following courses from undergraduate studies passed: Tourism Management, Marketing in tourism, Tourist destination management and Tourist Regions.			
<b>Learning objectives</b> 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.			
<b>Learning outcomes</b> 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.			
<b>Syllabus</b> <i>Theoretical part</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 part</i> Independently create a functional model of competitive destinations.			
<b>Recommended literature</b> 1. Ritchie, B., Kossatz, H. H., Crouch, G., (2003), <i>The Competitive Destination: A Sustainable Tourism Perspective</i> . CABI Publishing. 2. Jones, E., Tang H. C., (2005), <i>Tourism SMEs, Service Quality and Destination Competitiveness</i> . CABI Publishing. 3. UNWTO (2009), <i>Handbook on Tourism Destination Branding</i> . 4. Parida, B. B., Mishra S., : <i>Innovation in Tourism: Competitiveness and Sustainability</i> , Icfai. 5. Perez Diaz M. F.: <i>Competitive Strategies and Policies for Tourism Destinations: Quality, Innovation and Promotion (Tourism and Hospitality Development and Management)</i> . Nova Science Pub Inc. 6. Baker B. (2007): <i>Destination Branding for Small Cities</i> , Creative Leap Books 7. Clarke J. (2000): <i>Tourism brands: An exploratory study of the brands box model</i> . <i>Journal of Vacation Marketing</i> , Vol. 6, No. 4, Selected paper from following International scientific journals: <i>Journal of Travel Research</i> , <i>Journal of Vacation Marketing</i> , <i>The Journal of Brand Management</i>			
<b>Weekly teaching load</b>		Lectures: 4(60)	Student research:
<b>Teaching methodology</b> Oral presentation, illustrative-demonstrative method, group work, case study analysis			
<b>Grading method (maximal number of points 100)</b>			
Pre-exam obligations	points	Final exam	points
Seminar paper	50	Oral exam	50