

<b>Programme: PhD in Geosciences (Tourism)</b>			
Level: PhD			
<b>Course title: Strategic partnerships and intersectoral cooperation in tourism</b>			
Lecturers: dr Igor Stamenković			
Course status: elective			
ECTS: 11			
Requirements: none			
<b>Learning objectives</b>			
To acquire up-to-date knowledge from the fields of strategic partnerships and intersectoral cooperation in tourism. Tourism, an economic sector involving many stakeholders on a destination level, will not bring significant benefits to local community if interest of stakeholders from public and private sector are unbalanced during the tourism strategy development. Therefore, the goal of the subject is to provide future tourism experts (holding responsibilities for development of tourism policy and event planning, as well as scientists) with the necessary knowledge for creating intersectoral stakeholder network (cultural, educational, sport and hospitality sector) for tourism development on the level of destination.			
<b>Learning outcomes</b>			
The knowledge acquired in this subject should allow PhD students to consider the interest of stakeholders and evaluate their role in strategy formulation (based on principles of sustainable tourism) in theory and practice while developing a tourism destination development strategy. Students should become fully capable for research and practice in fields of strategic planning of tourism development at a level of destination including event planning and marketing planning.			
<b>Course content</b>			
The significance of stakeholders in strategic management. Key stakeholders for tourism development on a destination level. Shortcomings of traditional tourism development planning. Lijiang model stakeholder cooperation in cultural tourism. Specific issues in planning rural tourism development. Stakeholder approach in concept of total relationship marketing. Stakeholder cooperation in event planning. <i>Theoretical part: Lectures</i> <i>Practical part: Writing essays on strategic planning and intersectoral cooperation in tourism topics</i>			
<b>Recommended literature</b>			
<ol style="list-style-type: none"> <li>1. L. Medeiros de Araujo, B. Bramwel, Stakeholder assessment and collaborative tourism planning, The case of Brazil Costa Duarade project, Journal of Sustainable Tourism, Vol. 7, No.3-4(1999).</li> <li>2. A. Payne, D. Ballantzne, M. Christofer, A stakeholder approach to relationship marketing strategy, European Journal of marketing, Vol. 39, No.7-8 (2005), 855-871.</li> <li>3. R. boutilier, A stakeholder approach to issues management, New York, Businessexpert Press (2012), 1-172</li> </ol>			
<b>Weekly teaching load</b>	Lectures: 4(60)		Student research:
<b>Teaching methodology</b>			
Oral presentation method, illustrative-demonstration method			
<b>Grading method (maximal number of points 100)</b>			
Pre-exam obligations	points	Final exam	points
Seminar paper	50	Oral exam	50