

<b>Study program: MAS Management in Tourism</b>			
<b>Course title: Product development and branding strategies</b>			
<b>Teacher: Kristina Košić, Miroslav Vujičić, Sanja Kovačić</b>			
<b>Course status: elective (Module: Management in Cultural Tourism and Cultural Heritage)</b>			
<b>Number of ESPB: 6</b>			
<b>Condition: none</b>			
<b>Course objectives:</b>			
<p>The course objective is to enable students to become familiar with different ways of managing tourism in tourist destinations, the process developing tourist products, as well as creating a tourist experience. The aim is to educate and train students to create a tourist product, create an experience, effectively communicate tourist content on the market and develop a branding strategy for tourist products. Increasing competition in the global tourist market requires well-informed and trained staff to create tourist products, promote and present a tourist destination, in order to establish a competitive advantage. A large number of case studies will identify both positive and negative examples of the development of individual tourist products in order to highlight the importance of making decisions related to the development of tourism in a destination.</p>			
<b>Course outcomes:</b>			
<p>Mastering basic theoretical knowledge in the field of creating a tourism product, managing tourist destinations, creating branding strategies, as well as acquiring practical knowledge and skills that will enable successful mastering of the process of developing an idea into a specific tourism product.</p>			
<b>Course content:</b>			
<i>Theoretical teaching</i>			
<p>The concept of a tourist destination and a cultural tourist product; The process of managing a tourist destination; The competitiveness of a tourist destination; Cooperation and partnerships between entities in tourism; Factors that make up a cultural tourist product; Categories of a cultural tourist product; Stages of forming a cultural tourist product; Matching a cultural tourist product with a tourist market; Defining and developing the basic principles of a quality management system; Certification of a quality management system; Methods of internal and external quality control of a tourist product; Analysis of consumer satisfaction with the quality of a tourist product; Methods and techniques for improving the quality of a tourist product; Segmentation strategy for the tourist market and profiling consumers; Creating a tourist experience; The importance of storytelling in cultural tourism; Branding strategies in cultural tourism; Marketing of a cultural tourist product.</p>			
<i>Practical classes:</i>			
<p>Project tasks related to the development of specific tourist products in cultural tourism and the design of a branding strategy for these products.</p>			
<b>References</b>			
<b>Primary literature:</b>			
<p>1. Košić, K. 2021. Tourism destination management, pp. 1-141. PMF, Novi Sad.  2. Uskoković L. (2019). Brand management of tourist destinations, Faculty of Management Herceg Novi.</p>			
<b>Additional literature:</b>			
<p>1. ETC. 2011. Handbook on tourism product development. European travel Commission.  2. Camilleri, M. A. (Ed.). (2018). The Branding of Tourist Destinations: Theoretical and Empirical Insights.  3. Kovačić, S., Milenković, N., Slivar, I., &amp; Rancic, M. (2019). Shaping city brand strategies based on the tourists' brand perception: report on Banja Luka main target groups. International Journal of Tourism Cities, 6 (2), 371-396.  4. Blešić I. (2017). Quality Management in Tourism and Hospitality. Department of Geography, Tourism and Hospitality, Faculty of Science and Mathematics, University of Novi Sad</p>			
<b>Number of hours of active teaching: 5</b>	<b>Theoretical classes: 3</b>		<b>Practical teaching: 2</b>
<b>Teaching methods</b>			
<p>Oral presentation method, conversation method, text method, illustrative-demonstrative method using computers.</p>			
<b>Knowledge score (maximum number of points 100)</b>			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
activity during the lesson	<b>0-5</b>	written exam	
practical teaching	<b>0-5</b>	oral exam	<b>30-45</b>

colloquiums	<b>20-40</b>	.....	
seminars	<b>0-5</b>		