

Study program: MAS Management in Tourism			
Name of the subject: Destination Marketing and Competitiveness			
Teacher(s): Vanja Pavluković, Igor Stamenković			
Status of the subject: elective (Module: Event Management in Tourism)			
Number of ECTS: 6			
Condition: no			
Course objectives: Acquisition of theoretical and practical knowledge for successfully performing tasks in the field of destination marketing and event management, with the aim of improving the competitive position of the destination in the tourism market.			
Course outcome: Upon completion of this course, the student will be able to apply and develop strategies for positioning and branding a destination, as well as create innovative marketing campaigns for specific tourism segments – visitors of different types of events. Furthermore, the student will be capable of applying various approaches and models for evaluating the competitiveness of a tourist destination, assessing the impact of events on the local economy, culture, tourism flow, and destination image, and proposing measures for the improvement of destination marketing.			
Course content : <i>Theoretical lectures</i> Strategies and tools of destination marketing. Approaches and models in evaluating the competitiveness of tourist destinations. The role of events in the development of tourist destinations and the enhancement of their competitiveness – examples of good practice. Storytelling and experience marketing in tourism. Digital marketing and events. Economic, social, cultural, and other impacts and effects of events on the destination. Sustainable development and environmental aspects in event organization. Contemporary challenges and trends in destination marketing and events. <i>Practical lectures</i> Project preparation and presentation – Analysis of good practice examples – successful destination marketing strategies, successful events that contributed to destination development; Creating a marketing plan for destination promotion through events.			
Recommended literature Primary literature: 1. Pavluković, V. (2019). Poslovni događaji i turizam. PMF, Departman za geografiju, turizam i hotelijerstvo, Novi Sad. 2. Vanja Pavluković, Danijel Pavlović, Aleksa Panić, Nemanja Stanišić, Tatjana Pivac, Tijana Radojević, Sanja Kovačić, Svetlana Vukosav, Uglješa Stankov, Milana Pantelić, Miroslav Knežević, Marija Cimbaljević, Aleksandra Vujko, Tamara Jovanović (2024). Tourism Destinations Competitiveness - Evaluation Model for Serbia, University of Novi Sad Faculty of Sciences, Novi Sad. Additional literature: 3. Vujičić, M., Stamenković, I., Stankov, U., Kovačić, S., Vasiljević, Đ. & Popov Locke, J. (2020): <i>What will prevail within city break travel, motivation or demotivation? Case study of Novi Sad, Vojvodina, Serbia</i> , International Scientific Journal Geographica Pannonica, Vol. 24, Issue 1. 4. Đurić, L., Kennell, J., Vujičić, M., Stamenković, I., Farkić, J. (2022): <i>Protest events as institutions: Stakeholder perceptions of the changing role of serbia's EXIT festival</i> . International Journal of Event and Festival Management, Vol.14, No. 2			
Number of active classes	Theory:		Practice:
Methods of delivering lectures a) Oral presentation method; b) Visual presentation method; c) Discussion method; d) Textual method; e) Illustrative-demonstrative methods (Internet research and standard library documentation, based on defined topics).			
Evaluation of knowledge (maximum number of points 100)			
Pre-exam obligations	points	Final exam	points
Class participation	0-5	Written exam	
<i>Practical classes</i>	0-5	Oral exam	30-45

Project assignment	20-45	
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