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| **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty** | Faculty of Science and Mathematics |
| **GENERAL INFORMATION** |
| Study Program | **Tourism** |
| Study Module (if applicable) | - |
| Course Title | Tourism destination management and marketing |
| Level of Study | ☐ Bachelor | ☒ Master’s | ☐ Doctoral |
| Type of Course | ☐ Obligatory | ☒ Elective |
| Semester | ☒ Autumn | ☐ Spring |
| Year of Study | II |
| Number of ECTS Allocated | 6 |
| Name of Lecturer/Lecturers | Jelena S. Petrovic |
| Teaching Mode | ☒ Lectures | ☐ Group tutorials | ☐ Individual tutorials |
|  ☐ Laboratory work | ☐ Project work | ☒ Seminar |
| ☐ Distance learning | ☐ Blended learning | ☐ Other |
| **Purpose and Overview (max. 5 sentences)** |
| The course aims to provide students with an in-depth overview of all the factors and issues which are important to consider to make a destination successful. |
| **Syllabus (brief outline and summary of topics, max. 10 sentences)** |
| 1. the importance of tourism to the global economy; 2) services marketing and management principles and the specific characteristics of tourism in the service economy; 3) tourist consumer behaviour, including latest trends in travel patterns; 4) strategic marketing tools for tourism; 5) managing service quality and delivery in tourism; 6) destination management and marketing, imagery and branding; 7) tourism product development, marketing communications and pricing; 8)ICTs, channel strategies and e-tourism marketing; 9) mobile and social media marketing in tourism.
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| **Language of Instruction** |
| ☒Serbian (complete course) | ☒ English (complete course) | ☐ Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course) |
| ☐Serbian with English mentoring | ☐Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Assessment Methods and Criteria** |
| **Pre exam Duties** | **Points** | **Final Exam** | **Points** |
| **Activity During Lectures** | **5** | **Written Examination** |  |
| **Practical Teaching** | **5** | **Oral Examination** | **Max. 50 (depending on Teaching Colloquia)** |
| **Teaching Colloquia** | **40** | **Overall Sum** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |