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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. | | | | | | | | |
| **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** | | | | | | | | |