(Table 5.2) Course unit description

<table>
<tr><td colspan="5">Study program: Economics and business management</td></tr>
<tr><td colspan="5">Type and level of studies: Master studies</td></tr>
<tr><td colspan="5">Course unit: Management of Tourism Destination</td></tr>
<tr><td colspan="5">Teacher in charge: Nikola Bošković, Lela Ristić</td></tr>
<tr><td colspan="5">Language of instruction: English</td></tr>
<tr><td colspan="5">ECTS: 8</td></tr>
<tr><td colspan="5">Prerequisites: /</td></tr>
<tr><td colspan="5">Semester: Winter</td></tr>
<tr><td colspan="5">Course unit objective:
Transferring to students the necessary theoretical knowledge for understanding basic concepts, principles and models of management of tourism destinations, as one of the most important part of tourism. Managing tourism destinations is an important part of controlling tourism's environmental impacts. Destination management can include land use planning, business permits and zoning controls, environmental and other regulations, business association initiatives, and a host of other techniques to shape the development and daily operation of tourism-related activities.</td></tr>
<tr><td colspan="5">Learning outcomes of Course unit
Ability to: discuss the basic concepts and principles of management of tourism destinations; describe the specific features of tourism products and the ways in which the tourism business operates; explain the decision-making process of management of tourism destinations; controle the environmental impact</td></tr>
<tr><td colspan="5">Course unit contents
Lectures: Tourism destination-basic concept; Competitiveness of tourism destination; Strategic management of tourism destination; Marketing of tourism destination; Crisis management of tourist destination; Positioning and branding of tourist destination; Sustainability of tourist destination; Destination management organisations
Practical teaching: Lab classes, other methods of teaching, study research work</td></tr>
<tr><td colspan="5">Literature
1. Pike, S.(2008). Destionation marketing. Elsevier
2. Swarbrooke, J. (1998). Sustainable Tourism Management. CABI publishing</td></tr>
<tr><td colspan="4">Number of active teaching hours</td><td rowspan="2">Other classes</td></tr>
<tr><td>Lectures 2</td><td>Practice 2</td><td>Other forms of classes</td><td>Independent work</td></tr>
<tr><td colspan="5">Teaching methods</td></tr>
<tr><td colspan="5">Examination methods (maximum 100 points)</td></tr>
<tr><td>Exam prerequisites</td><td>No. of points:</td><td>Final exam</td><td colspan="2">No. of points:</td></tr>
<tr><td>Student’s activity during lectures</td><td></td><td>oral or written examination</td><td colspan="2">40</td></tr>
<tr><td>practical classes/tests</td><td></td><td></td><td colspan="2"></td></tr>
<tr><td>Seminars/homework</td><td>20</td><td></td><td colspan="2"></td></tr>
<tr><td>Colloquiums</td><td>40</td><td></td><td colspan="2"></td></tr>
<tr><td colspan="5">Other</td></tr>
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