



Subject code: TZŽS/107	Subject name: Management of tourism destination marketing and tourism services		
Cycle: III	Year: I	Semester: I	ECTS credits: 5
Status: Optional	Contact hours: 55 Lectures: 45 Seminar: 10		
Assigned professors and assistants:	Professors and assistants selected in the field to which the subject belongs		
Prerequisites:	/		
Subject objectives:	The goal of subject is to train students to apply a strategic approach in the management of different dimensions and participants in a tourist destination, as well as to manage the destination through the creation of a development strategy and its implementation. It is also necessary that after completing the subject they be able to conceptualize models of using services in the tourist offer that will contribute to the creation and maintaining the competitive advantage of the destination.		
Teaching units:	<ol style="list-style-type: none">1. Theories, models, techniques and principles of strategic marketing and tourist destination management2. Analysis of key forces and interest groups on which the tourist destination depends3. Integrated planning for a tourist destination4. The concept of cooperation between the private and public sectors5. Development of the concept of destination competitiveness6. Implementation of marketing strategies in a tourist destination7. Service management in order to create a competitive advantage of the destination8. Differentiation of the offer of a tourist destination on the basis of services		
Learning outcomes:			
Teaching methods:	Multimedia presentation and conversation (lecture); <ul style="list-style-type: none">- lectures with presentations,- poster presentations,- case studies. Research independent work of students and joint analysis:		



	<ul style="list-style-type: none"> - practical exercises, - student presentations, - teamwork, - debate, - group discussion. 																																							
Knowledge testing methods with grading structure ¹:	<table border="1"> <thead> <tr> <th>Criterion</th> <th>Points</th> <th>Requirment</th> </tr> </thead> <tbody> <tr> <td>1. Case study analyzes</td> <td>10</td> <td>7</td> </tr> <tr> <td>2. Discussions of texts</td> <td>10</td> <td>7</td> </tr> <tr> <td>3. Review of scientific articles</td> <td>30</td> <td>16</td> </tr> <tr> <td>4. Final thesis:</td> <td>50</td> <td>25</td> </tr> <tr> <td>Total</td> <td>100</td> <td>55</td> </tr> </tbody> </table> <p>Rating:</p> <table border="1"> <thead> <tr> <th>Grade</th> <th>E CTS grade</th> <th>Number of points</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>(A) exquisite</td> <td>95 - 100</td> </tr> <tr> <td>9</td> <td>(B) excellent</td> <td>85 - 94</td> </tr> <tr> <td>8</td> <td>(C) very good</td> <td>75 - 84</td> </tr> <tr> <td>7</td> <td>(D) good</td> <td>65 - 74</td> </tr> <tr> <td>6</td> <td>(E) sufficient</td> <td>55 - 64</td> </tr> <tr> <td>5</td> <td>(F,FX) insufficient</td> <td><55</td> </tr> </tbody> </table>	Criterion	Points	Requirment	1. Case study analyzes	10	7	2. Discussions of texts	10	7	3. Review of scientific articles	30	16	4. Final thesis:	50	25	Total	100	55	Grade	E CTS grade	Number of points	10	(A) exquisite	95 - 100	9	(B) excellent	85 - 94	8	(C) very good	75 - 84	7	(D) good	65 - 74	6	(E) sufficient	55 - 64	5	(F,FX) insufficient	<55
Criterion	Points	Requirment																																						
1. Case study analyzes	10	7																																						
2. Discussions of texts	10	7																																						
3. Review of scientific articles	30	16																																						
4. Final thesis:	50	25																																						
Total	100	55																																						
Grade	E CTS grade	Number of points																																						
10	(A) exquisite	95 - 100																																						
9	(B) excellent	85 - 94																																						
8	(C) very good	75 - 84																																						
7	(D) good	65 - 74																																						
6	(E) sufficient	55 - 64																																						
5	(F,FX) insufficient	<55																																						
Literature²:	<p>MANDATORY:</p> <ol style="list-style-type: none"> Kozak, M. and Baloglu, S. (2010). Managing and Marketing Tourist Destinations - Strategies to Gain a Competitive Edge, Routledge Kotler, P. (1993). Marketing places, The Free Press Bakić O. (2003). Marketing u turizmu, Beograd <p>RECOMMENDED:</p> <ol style="list-style-type: none"> Tsiotsou, R. H. and Goldsmith, E. R. (2012). Strategic Marketing in Tourism Services 																																							

¹ The structure of points and point criteria for each subject is determined by the Council of the organizational unit before the beginning of the academic year in which the subject is taught in accordance with Article 64, paragraph 6 of the Law on Higher Education of Sarajevo Canton

² The Senate of the higher education institution as an institution or the council of the organizational unit of the higher education institution as a public institution determines mandatory and recommended textbooks and manuals, as well as other recommended literature on the basis of which exams are prepared by a special decision which must be published on its website before the beginning of the academic year in accordance with Article 56, paragraph 3 of the Law on Higher Education of the Sarajevo Canton