



# POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

## COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

### 1. GENERAL COURSE INFORMATION

<b>1.1 Course name</b>	<b>Destination Management</b>			
<b>1.2 Study program/s</b>	Specialist study Tourism and Sports Management			
<b>1.3 Course status (O,E)</b>	Obligatory (O)	<b>1.6 Mode of instruction (number of hours)</b>	<b>Lectures</b>	30
<b>1.4 Course code</b>			<b>Exercises</b>	30
<b>1.5 Course abbreviation</b>	DESMAN		<b>Seminars</b>	
<b>1.6 Semester</b>	1		<b>E-learning</b>	
<b>1.7 ECTS</b>	6	<b>1.7 Place and time of instruction</b>	Premises of the Polytechnic of Međimurje in Čakovec, according to the schedule published on the website	

### 2. TEACHING STAFF

<b>2.1 Course leader/s-title</b>	Assistant Professor, Marina Gregorić, PhD	<b>contact</b>	mgregoric5@gmail.com
		<b>contact</b>	marina.gregoric@mev.hr
<b>2.2 Assistant/s- title</b>		<b>contact</b>	
		<b>contact</b>	
<b>2.3 Instruction held by- title</b>		<b>contact</b>	

### 3. COURSE DESCRIPTION

<b>3.1 Course goals</b>	Introduce students to the concept, principles and management of a tourist destination.									
<b>3.2 Prerequisites</b>	None									
<b>3.3 Course outcomes</b>	It is expected that the student after completing the course <u>Destination Management</u> will be able to: O1 - Define the concept of tourist destination L5 O2 - Compare the specifics of tourist destinations L6 O3 - Evaluate natural and artificial tourist attractions in destination L6 O4 - Rethink the tourist destination through complex management functions organizational system L6 O5 - Valorize the organizational framework of tourist destinations L6									
<b>3.4 Course content</b>	The course presents contents related to the concept and specifics of a tourist destination as and natural and artificial tourist attractions. The course contains functions destination management, economic factors, valorization of organizational the framework of the tourist destination and the principles of sustainable tourism on examples from practice.									
<b>3.5 Types of coursework</b>	X	Lectures	X	Exercises		Blended e-learning	X	Individual activities		Laboratory
	X	Seminars and workshops		Distant learning		Field classes		Multimedia and network		Mentorship
		Other								
<b>3.6 Language of instruction</b>	Croatian									
	2	Class attendance			Seminars			Essay		

<b>3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)</b>		Class activity		Project		Report/paper																																																																
	2,8	Midterm exams		Practical task		Continuous knowledge check																																																																
	(2,8)	Written exam		Experimental work																																																																		
		Oral exam	1,2	Research																																																																		
<b>3.8 Assessment and evaluation of students' work during classes and at the final exam</b>	<table border="1"> <thead> <tr> <th>Activity specification</th> <th>Percent %</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;">Assessment during instruction</td> </tr> <tr> <td>Attendance</td> <td>5%</td> <td>5</td> </tr> <tr> <td>Class activity</td> <td>5%</td> <td>5</td> </tr> <tr> <td>Seminar/ project/ essay</td> <td>30%</td> <td>30</td> </tr> <tr> <td>Midterm exam 1</td> <td>30%</td> <td>30</td> </tr> <tr> <td>Midterm exam 2</td> <td>30%</td> <td>30</td> </tr> <tr> <td colspan="3" style="text-align: center;"><i>Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester</i></td> </tr> <tr> <td>Written exam</td> <td>60%</td> <td>60</td> </tr> <tr> <td><b>Total:</b></td> <td><b>100%</b></td> <td><b>100</b></td> </tr> </tbody> </table>						Activity specification	Percent %	Points	Assessment during instruction			Attendance	5%	5	Class activity	5%	5	Seminar/ project/ essay	30%	30	Midterm exam 1	30%	30	Midterm exam 2	30%	30	<i>Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester</i>			Written exam	60%	60	<b>Total:</b>	<b>100%</b>	<b>100</b>																																		
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<b>3.9 Assessment criteria – analysis per learning outcomes</b>	<table border="1"> <thead> <tr> <th colspan="7">Ways of evaluating learning outcomes</th> </tr> <tr> <th></th> <th>Attendance</th> <th>Activity</th> <th>Mid-term exam 1</th> <th>Mid-term exam 2</th> <th>Practical work</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Outcome 1</td> <td></td> <td></td> <td>10</td> <td></td> <td></td> <td>10</td> </tr> <tr> <td>Outcome 2</td> <td></td> <td></td> <td>20</td> <td></td> <td>5</td> <td>25</td> </tr> <tr> <td>Outcome 3</td> <td></td> <td></td> <td></td> <td>10</td> <td>5</td> <td>15</td> </tr> <tr> <td>Outcome 4</td> <td></td> <td></td> <td></td> <td>10</td> <td>10</td> <td>20</td> </tr> <tr> <td>Outcome 5</td> <td></td> <td></td> <td></td> <td>10</td> <td>10</td> <td>20</td> </tr> <tr> <td>Outcome not-related</td> <td>5</td> <td>5</td> <td></td> <td></td> <td></td> <td>10</td> </tr> <tr> <td><b>Total</b></td> <td>5</td> <td>5</td> <td>30</td> <td>30</td> <td>30</td> <td></td> </tr> </tbody> </table> <p>Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)</p> <p>Points      Grade</p> <p>89 – 100    excellent (5)</p> <p>76 – 88     very good (4)</p> <p>63 – 75     good (3)</p> <p>50 – 62     pass (2)</p> <p>0 – 49      fail (1)</p>							Ways of evaluating learning outcomes								Attendance	Activity	Mid-term exam 1	Mid-term exam 2	Practical work	Total	Outcome 1			10			10	Outcome 2			20		5	25	Outcome 3				10	5	15	Outcome 4				10	10	20	Outcome 5				10	10	20	Outcome not-related	5	5				10	<b>Total</b>	5	5	30	30	30	
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<b>3.10 Specific features related with taking the course</b>	<p>If a student collects 50% of the points of each outcome, he / she directly takes the exam, provided that he / she has submitted a seminar paper. A student cannot access the exam period if he / she has not submitted a seminar paper. During the exam period, it is possible to orally check the knowledge during the preparation of the seminar paper.</p> <p>Once earned points for each learning outcome are no longer deleted unless the student decides to correct the result for each learning outcome, whereby the points won until then are deleted and newly earned points for that learning outcome are entered.</p> <p>The final grade is obtained on the exam period and is the sum of points earned during classes. Students who did not take the colloquium access the written part of the exam where all learning outcomes are checked, and are required to submit a seminar paper before taking the exam.</p>																																																																					

<b>3.11 Students obligations</b>	<p>Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam.</p> <p>Attendance can be offset by online tuition, organised webinars and added assignments given by teachers. One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In that case, if the student missed more than 50% of classes, and has a justifiable reason/apology, the request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.</p>										
<b>3.12 Written assignments</b>	Presentations, access and research papers must be computer written and must follow predefined content.										
<b>3.13 Required reading</b>	<table border="1"> <tr> <td data-bbox="513 741 584 815">1.</td> <td data-bbox="590 741 1471 815">Magaš, D. et al. (2008). Destinacijski menadžment – modeli i tehnike. Opatija: Fakultet za turistički i hotelski menadžment u Opatiji</td> </tr> <tr> <td data-bbox="513 815 584 889">2.</td> <td data-bbox="590 815 1471 889">Magaš, D. (2018). Menadžment turističke organizacije i destinacije. Opatija: Fakultet za turistički i hotelski menadžment. (available online)</td> </tr> <tr> <td data-bbox="513 889 584 925">3.</td> <td data-bbox="590 889 1471 925">Lecture notes</td> </tr> <tr> <td data-bbox="513 925 584 999">4.</td> <td data-bbox="590 925 1471 999">Čorak, S. (ur.) (2011). Izazovi upravljanja turizmom. Zagreb: Institut za turizam.</td> </tr> <tr> <td data-bbox="513 999 584 1137">5.</td> <td data-bbox="590 999 1471 1137">Rončević, A., Gregorić, M. i Horvat, D.M. (2019). Primjena virtualne i proširene stvarnosti u promociji turističkih destinacija sjeverozapadne Hrvatske. <i>Podravina</i>, 18 (36), 146-157. Available at <a href="https://hrcak.srce.hr/231673">https://hrcak.srce.hr/231673</a></td> </tr> </table>	1.	Magaš, D. et al. (2008). Destinacijski menadžment – modeli i tehnike. Opatija: Fakultet za turistički i hotelski menadžment u Opatiji	2.	Magaš, D. (2018). Menadžment turističke organizacije i destinacije. Opatija: Fakultet za turistički i hotelski menadžment. (available online)	3.	Lecture notes	4.	Čorak, S. (ur.) (2011). Izazovi upravljanja turizmom. Zagreb: Institut za turizam.	5.	Rončević, A., Gregorić, M. i Horvat, D.M. (2019). Primjena virtualne i proširene stvarnosti u promociji turističkih destinacija sjeverozapadne Hrvatske. <i>Podravina</i> , 18 (36), 146-157. Available at <a href="https://hrcak.srce.hr/231673">https://hrcak.srce.hr/231673</a>
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#### 4 ADDITIONAL COURSE INFORMATION

<b>4.1 Quality control</b>	The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.
<b>4.2 Contact the teacher</b>	Students can contact the teacher during the consultation period (two hours per week) and during classes. It is possible to ask questions by e-mail if they are not answered during the lecture, or they are not available in the instructions, syllabus and on the bulletin board (website) of the Polytechnic. Students will receive answers to such questions within 5 working days at the latest (except during weekends or holidays when they will not be answered). It is recommended that students attend classes regularly, follow the information on Loomen within the course and follow the information on the website of the Polytechnic in order to be informed in time about all the important details of the course.
<b>4.3 Information about the course</b>	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.
<b>4.4 Course contribution to the study program</b>	Critically evaluate arguments, assumptions and data in order to form an opinion and contribute to the solution of the problem. Analyze the macroeconomic and microeconomic business environment. Assess the competitive position of companies in the market. Assess the company's demand function and apply an appropriate pricing policy. Manage the development of organizational systems. Plan and implement promotional activities in tourism.

#### 5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)

LECTURES				
Hours	Topic and description	<b>Method</b> <ul style="list-style-type: none"> <li>• Direct teaching (lecture, instruction, pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group learning</li> <li>• Case study</li> <li>• Field classes...</li> </ul>	Learning outcomes	Course outcome
1. & 2.	Introduction to the course and a detailed syllabus. Introducing students to the course	Presentation, PP presentation	Students get acquainted in detail with the course tubes, content and tasks that will need to be completed in order to successfully master all outcomes	
3. & 4.	The concept and definition of a tourist destination	Presentation, PP presentation	Formulate the concept of tourist destination	O1

<b>5. &amp; 6.</b>	Specifics of tourist destinations	Presentation, PP presentation	Indicate the specifics of tourist destinations	O2
<b>7. &amp; 8.</b>	Natural and artificial tourist attractions in the destination	Presentation, PP presentation	Compare natural and artificial tourist attractions and their impact on the destination	O3
<b>9.&amp;10.</b>	Destination as a tourist product	Presentation, PP presentation	Determine the value of a tourist destination as a product	O4
<b>11.&amp;12.</b>	Development processes of a tourist destination	Presentation, PP presentation	Review the stages in the life cycle of a tourist destination	O4
<b>13.&amp;14.</b>	Development processes of a Croatian tourist destination	Presentation, PP presentation	Review the long-term perspective of Croatian tourism development	O4
<b>15.&amp;16.</b>	Infrastructure as a factor of a tourist destination	Presentation, PP presentation	Evaluate infrastructure as a factor of a tourist destination	O4
<b>17.&amp;18.</b>	Tourist destination planning	Presentation, PP presentation	Identify the benefits of national and regional planning	O5
<b>19.&amp;20.</b>	Organizing a tourist destination	Presentation, PP presentation	Assess the structure of the tourist destination	O4, O5
<b>21.&amp;22.</b>	Tourist destination management	Presentation, PP presentation	Review leadership within the organization in a tourist destination	O4, O5
<b>23.&amp;24.</b>	Specifics of destination management organizations	Presentation, PP presentation	To determine the specifics of destination management of world tourist destinations	O4
<b>25.&amp;26.</b>	Controlling a tourist destination	Presentation, PP presentation	Determine the importance of controlling in tourist destinations in Croatia and the world	O5
<b>27.&amp;28.</b>	Types of tourist destinations Management of travel agencies	Presentation, PP presentation	Compare different types of tourist destinations in Croatia and the world and management	O2, O3, O4, O5

			models of travel agencies	
29.&30.	Organizational frameworks of tourist destinations	Presentation, PP presentation	Determine the organizational framework of tourist destinations	O5
<b>EXERCISES/ SEMINARS</b>				
<b>Hours</b>	<b>Topic and description</b>	<b>Method</b> <ul style="list-style-type: none"> <li>• Direct teaching (lecture, instruction, pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group learning</li> <li>• Case study</li> <li>• Field classes...</li> </ul>	<b>Learning outcomes</b>	<b>Course outcome</b>
1.&2.	Introducing students to the course	Direct teaching	Students get acquainted in detail with the course tubes, content and tasks that will need to be completed in order to successfully master all outcomes	
3.&4.	Examples of defining tourist destinations	Direct teaching, Discovery learning	Analyze the contents of individual definitions of tourist destinations	O1
5.&6.	Specifics of tourist destinations	Discovery learning, Group / Collaborative learning	Analyze the specifics of tourist destinations	O2
7.&8.	Natural and artificial tourist attractions in the destination	Discovery learning, Case study	Assess the impacts of natural and artificial tourist attractions on the destination on an example from practice	O3
9.&10.	Analysis of destination as a tourist product	Discovery learning, Case study	Analyze the destination based on examples through the product elements of the tourist destination	O4
11.&12.	Development processes of a tourist destination	Discovery learning, Group / Collaborative learning	Rethink the impact of tourism on the destination	O4
13.&14.	Development processes of a Croatian tourist destination	Discovery learning, Case study	Analyze the development processes of the	O4

			tourist destination of Croatia	
<b>15.&amp;16.</b>	1st colloquium	Individual	Outcome check 1, 2, 3	
<b>17.&amp;18.</b>	Tourist destination planning	Discovery learning, Case study	Review the characteristics of the tourism development plan	O5
<b>19.&amp;20.</b>	Analysis of organizing a tourist destination	Discovery learning, Case study	Create a SWOT analysis of the destination	O4, O5
<b>21.&amp;22.</b>	Tourist destination management - analysis of different tourist destination management strategies	Discovery learning, Case study	Analyze on practical examples different strategies of tourist destination management	O4, O5
<b>23.&amp;24.</b>	Analysis of world tourist destinations and comparison with Croatia  Controlling a tourist destination	Discovery learning, Group / Collaborative learning	Recognize the similarities and differences of tourist destinations in the world and in Croatia Recommend steps in the control process	O4, O5
<b>25.&amp;26.</b>	Types of tourist destinations / Management of tourist agencies  Organizational frameworks of tourist destinations	Discovery learning, Case study	Analyze different types of tourist destinations in Croatia and the world and management models of travel agencies Identify the pillars of the destination organizational framework	O2, O3, O4, O5
<b>27.&amp;28.</b>	Presentations of research work	Individual		
<b>29.&amp;30.</b>	2nd colloquium	Individual	Outcome check 2,3,4,5	