

COURSE TITLE	Integral Tourism Product Management	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Compulsory	
Year of study	Year 1 (semester 1)	
Credits and mode of delivery	ECTS workload	6
	Number of hours (L+P+S)	45 (30L + 0P + 15S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
• To recognize the importance of managing a coherent (integrated) tourism product of a destination. • To connect the phases of shaping a recognisable tourism product of a destination (planning, networking, creation, promotion, and communication). • To propose innovative integrated tourism products for a destination.		
<i>Course enrolment requirements</i>		
Basic knowledge of destination management acquired at the undergraduate level through the course "Tourism Destination Management" or another related course providing equivalent prior knowledge.		
<i>Expected learning outcomes</i>		
LO1: Identify the specific features and uniqueness of a destination's tourism resource base. LO2: Explain the roles and tasks of DMOs and DMCs in managing the integral tourism product. LO3: Collect and analyse data necessary for planning the development of an integral tourism product. LO4: Prepare for teamwork and engagement in interest groups (clusters) for developing integral tourism products. LO5: Formulate development and marketing plans for integral tourism products in tourist destinations. LO6: Apply Integrated Quality Management (IQM) in tourism destinations. LO7: Differentiate the performance of destination management organizations (DMOs and DMCs) in implementing programmes and strategies for managing the integral tourism product.		
<i>Course content</i>		
Tourism attraction base and tourist destination. Tourism trends and the destination tourism product. Tourism and space. Sustainable tourism development. Integrated management of the tourism attraction base. The concept of the tourism value chain and value chain management. The role of the local community and other stakeholders in managing the integral tourism product. Clusters and stakeholder networking in tourism. Tasks of destination management in managing the integral tourism product. Integrated quality management and its application in tourism destinations. Managing quality elements of the integral tourism product (visitor and tourist satisfaction, opinions and satisfaction of tourism service providers, satisfaction of the local population, impact of tourism on other sectors and society).		
<i>Assessment and evaluation of student work during classes and the final exam</i>		
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.		