

COURSE TITLE	Internship	
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 2)	
Credits and mode of delivery	ECTS workload	6
	Number of hours of work in a company	160
COURSE DESCRIPTION		
<i>Objectives of internship</i>		
• To connect theoretical knowledge of destination management with practical application. • To apply theoretical knowledge in a real-world tourism management setting. • To plan and develop a personal project for the development of a tourism destination.		
<i>Internship requirements</i>		
None		
<i>Expected learning outcomes of the internship</i>		
• Evaluate the tourism attraction base of a destination. • Identify forms of special interest tourism based on the destination's attractions. • Apply marketing methods and techniques in destination management. • Design and write a development (improvement) plan for a tourism destination (the one in which the internship is conducted) in the form of a professional internship report.		
<i>Content of the internship</i>		
• Introduce students to the scope of work of destination management organizations (DMOs) and destination management companies (DMCs). • Identify, analyse, and evaluate the tourism attraction base. • Propose the creation of new special interest tourism products based on unique experiences. • Apply integrated marketing management methods in tourism destination management, use data management systems in tourism, and work with customer relationship management (CRM) systems. • Communicate within a Web 2.0 environment. • Collect and generate relevant data for the creation of a tourism development plan and write a development (improvement) plan for the tourism offer of the destination.		
<i>Assessment and evaluation of student work during the internship and in final exam</i>		
Assessment is determined by the Ordinance on Internship of Virovitica University of Applied Sciences.		