

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 2 (semester 4)	
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 identify key stakeholders in tourism development within a destination and propose options for stakeholder partnerships at the destination level. • To design a destination branding strategy. • To evaluate tourism events based on the branding strategy. • To plan an entrepreneurial venture focused on establishing and launching a Destination Management Company (DMC).		
<i>Internship enrolment requirements</i>		
None		
<i>Expected learning outcomes of the internship</i>		
• LO1: Identify the main stakeholders in the organization and development of tourism policy in a destination. • LO2: Propose methods of stakeholder cooperation to establish a high-quality tourism value chain. • LO3: Prepare a study for the creation of a destination branding strategy. • LO4: Design original tourism events based on a branding strategy. • LO5: Prepare a feasibility study for the establishment and launch of a Destination Management Company in the form of a final internship report.		
<i>Content of the internship</i>		
• Participate in the planning and organization of tourism at the destination level. • Take part in the preparation and implementation of projects funded by EU funds, Croatian ministries, or other legal entities. • Assist in organizing and executing tourism events and festivals. • Collaborate on developing studies in the field of marketing management, media planning, and branding. • Assist in preparing and developing new tourism products based on the destination's attraction and resource base.		
<i>Assessment and evaluation of student work during the internship and in the final exam</i>		
Assessment is determined by the Ordinance on Internship of Virovitica University of Applied Sciences.		