

COURSE TITLE	Mergers and Acquisitions in Tourism	
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	Elective	
Year of study	Year 2 (semester 3)	
Credits and mode of delivery	ECTS workload	4
	Number of hours (L+P+S)	(30L + 0P + 15S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
• To introduce students to the basic concepts of competitiveness, business growth models, and entrepreneurship support institutions. • To provide detailed knowledge of possible forms of organizational cooperation. • To thoroughly understand the organization and functioning of clusters. • To build familiarity with strategic thinking and analysis based on the cluster approach. • To understand competitiveness measurement and comparative evaluation of clusters.		
<i>Course enrolment requirements</i>		
None		
<i>Expected learning outcomes</i>		
LO1: Define the basic concepts of competitiveness, growth models, and entrepreneurship support institutions. LO2: Identify key public and private sector tourism organizations. LO3: Explain the concept of strategic partnerships (clusters, alliances, etc.) for promoting shared interests in the tourism sector. LO4: Describe forms and methods of strategic partnerships aimed at tourism development within a destination. LO5: Critically assess the role of clusters in national economies and policy initiatives supporting their development. LO6: Choose an appropriate organizational model for tourism-related partnerships. LO7: Design a business plan for a tourism cluster based on a case study, and critically evaluate the chosen options. LO8: Critically assess successful and unsuccessful partnerships from available tourism practice. LO9: Measure and analyse cluster competitiveness and conduct comparative evaluations of clusters.		
<i>Course content</i>		
Explanation of the concepts of competitiveness, growth models, and entrepreneurship and tourism support institutions. Defining possible cooperation models among business entities in rural tourism. Understanding the role of business collaboration in national competitiveness. The importance of clusters for improving competitiveness. Business growth models. Various theoretical perspectives on clusters and competitiveness. Cluster initiatives and policies supporting cluster development. Case study analysis of clusters and their impact on competitiveness: examples from the EU, post-transition economies, and Croatia. Measurement and analysis of clusters.		
<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.		