

COURSE TITLE	Tourism Destination Marketing	
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 (L+P+S)	60 (30L + 0P +30S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
• To establish practical and theoretical knowledge in the field of destination marketing. • To understand marketing trends and their impact on the key elements of the marketing mix. • To apply knowledge to practical examples.		
<i>Course enrolment requirements</i>		
Basic knowledge of marketing acquired at the undergraduate level through the course “Marketing” or another related course providing equivalent prior knowledge.		
<i>Expected learning outcomes</i>		
LO1: Interpret the concept of destination marketing, its fundamental characteristics, and the conditions for destination development. LO2: Identify the processes of research and segmentation of the destination tourism market. LO3: Identify, analyse, and evaluate the elements of the marketing mix for a tourist destination. LO4: Analyse the entire process of destination marketing management. LO5: Create a marketing plan for a given destination with recommendations for an e-marketing strategy. LO6: Analyse and critically assess the application of marketing activities for a tourist destination using real-world examples and case studies.		
<i>Course content</i>		
Conditions for tourism destination development. Tourism destination and marketing implications. Destination choice in the context of tourist consumer behaviour. The process of managing destination marketing. Monitoring the marketing environment of a destination. Characteristics of the destination tourism product. Product life cycle and new product development in the destination. Market for the destination's tourism product – changes in supply and demand. Market research and segmentation for the destination tourism product. Communicating the destination to the market. Marketing activities in the function of tourism product placement. Marketing in attracting potential users to the destination. Marketing of special events in a destination. Destination marketing to support and apply sustainable development principles. E-marketing of tourism destinations: the role of websites in tourism, e-promotion, online booking systems, destination portals, qualitative analysis of destination websites.		
<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.		