

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Destinacijski management
Course title:	Destination management

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Turizem, podiplomski magistrski študijski program II. stopnje	Družbeno prostorska smer	1.	2.
Tourism, 2nd degree, master's degree study programme	Socio-environmental course	1.	2.

Vrsta predmeta / Course type obvezni / mandatory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30		15			135	6

Jeziki / Languages:	Predavanja / Lectures:	slovenski / Slovene
	Vaje / Tutorial:	slovenski / Slovene

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Definicije destinacije
- Vrste in oblike destinacij
- Vloga in funkcije DM
- Nosilci DM
- Deležniki in njihove vloge in interesi
- Proces in dejavniki načrtovanja dest.
- Delovanje DM
- Oblikovanje ITP
- Marketing destinacije
- Konkurenčnost destinacije
- Management dostopnosti
- Trajnostni razvoj destinacije
- Modeli razvoja
- Evalviranje destinacije
- Mreženje, integracije, partnerstva
- Vertikalno povezovanje in sodelovanje destinacij
- Trendi in strateški management

Content (Syllabus outline):

- definitions
- types of destinations
- the role and functions of destination management
- types of DMO
- stakeholders in the destination
- DM operations
- formation of ITP
- destination marketing
- destination competitiveness
- assessment/benchmarking of the destination
- development models
- networking
- trends

Temeljni literatura in viri / Readings:

Osnovna:

Howie, F., (2003). Managing the Tourist Destination. London: YHT Ltd

Crouch, G., Ritchie J.R.B. (1999). Tourism, Competitiveness, and Societal Prosperity. Journal of Business Research, 44 (3), 137–152

<http://www.sciencedirect.com/science/article/pii/S0148296397001963>

Ritchie, J.R., Brent (2003). Competitive Destination: A Sustainable Tourism Perspective. CABI

<http://bookphaze.com/scloud/the-competitive-destination-a-sustainable-tourism-perspective.html>

Horner, S. and Swarbrooke, J. (2005). International Cases in Tourism Management. Oxford: Elsevier B-H

Dopolnilna:

Swarbrooke, J. (1995). The Development and Management of Visitor Attraction. Oxford: Butterworth-Heinemann

Juvan, E. (2010). Destinacijski management. Portorož: Turistica

Stanić M. (2008). Destinacijske menedžment kompanije. Zagreb: Udruga hrvatskih putničkih agencija

-Dodatna: / znanstveni članki / papers from international journals

Cilji in kompetence:

Namen in cilji predmeta:

Pomembnost načrtovanja v turizmu bodisi na ravni organizacije, distribucije ali servisa v turizmu se potrjuje skozi dolgoročno ekonomsko uspešnost turističnega gospodarstva. Destinacijski management se predstavi kot skupek postopkov in pristopov za dolgoročno naravnano uspešno delovanje turističnega gospodarstva določene turistične destinacije. Pri predmetu se bodo slušatelji srečevali s prepoznavanjem ustvarjalcev destinacijskega managementa in njihovimi prispevki (potrebe, znanja in perspektive) pri nastajanju strategije razvoja turistične destinacije. Slušatelji bodo osvojili oblike organiziranega in strukturno ter subjektivno raznolikoga pristopa k razvoju turistične destinacije. V nadaljevanju bodo spoznali postopke in elemente razvojnega plana turistične destinacije z vidika raziskovanja z namenom iskanja dolgoročnih rešitev izrabe turističnih resursov destinacije. Na drugi strani se kot pomembna protiutež izpostavlja pomen preliminarnega raziskovanja vplivov, ki jih turizem pušča na lokalnem okolju in temu primerno predstavitev modelov reševanja problematike razvoja in delovanja turizma.

Kompetence, ki jih razvija predmet:

Posredovati teoretična znanja s področja sonaravnega trajnostnega razvoja, destinacijskega managementa in mreženja v turizmu ter usposobiti študenta za implementacijo teh znanj na konkretnih turističnih destinacijah.

Objectives and competences:

The purpose and objectives of the course:

The importance of planning in tourism, either at the level of the organization, distribution and service in the tourism industry is validated through long-term economic success of tourism industry. Destination management is presented as a set of procedures and approaches for long-term successful operation of tourist-oriented economy of certain tourist destination. In this course the students will meet creative destination management and their contribution (needs, knowledge and perspective) in the formation of the strategy development of tourist destinations. Students will perceive forms of organized and structurally diverse and subjective approach to the development of tourist destinations. They will recognize elements of the development plan and tourism destinations in terms of research with a view to finding long-term solution to resource of tourist destination utilization. On the other hand, students will highlight the importance of researching the impacts that tourism leaves in the local environment. They will learn the importance of the models that deal with the problems of development and operation of tourism.

Skills developed by subject:

Passing on theoretical knowledge in the field of sustainable development, destination management and networking in tourism and enable students to implement these skills in specific tourist destinations.

Predvideni študijski rezultati:

Znanje in razumevanje:

Razumevanje in poznavanje tehnik za analiziranje turističnih destinacij in opazovanja turistov.

Razumevanje učinkovite uporabe inovativnega

Intended learning outcomes:

Knowledge and understanding:

Knowledge and understanding of techniques for analyzing and monitoring tourist destinations and tourists.

<p>potenciala.</p> <p>Poznavanje metodologije za obravnavo destinacije in pripravo strategije za implementiranje novih idej in turističnih produktov z namenom reševanja izzivov (ali/in problemov) na destinaciji.</p> <p>Poznavanje opredelitve razvoja destinacije</p> <p>Poznavanje metodologije za snovanje novih turističnih produktov in načrtovanje uspešne turistične destinacije</p> <p>Poznavanje problematike neuspešne destinacije</p> <p>Zmožnost kritične presoje zelo uspešnih in tudi neuspešnih primerov iz destinacijskega managementa</p> <p>Zmožnost oblikovanja lastnih predlogov za svetovanje managementu destinacije za namene izboljševanja uspešnosti destinacije</p>	<p>Understanding the effective use of innovative potential.</p> <p>Knowledge of methodologies for examining the place and develop a strategy for the implementation of new tourism products and ideas to address challenges (and / or problems) to the destination.</p> <p>Knowledge of the definitions of the development of destinations</p> <p>Knowledge of methodologies for the design of new tourism products and design a successful tourist destination</p> <p>Familiarity with the problems of the failed destination</p> <p>The ability of critical thinking about very successful and unsuccessful cases in the destination management</p> <p>The ability to shape their own proposals in consulting the management of the destinations for the purpose of improving the performance of destination.</p>
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Metode poučevanja in učenja:

Načini dela pri predmetu:

Sluhatelji bodo vsebine predmeta spoznavali skozi teoretične podlage aplikativno usmerjenih znanstvenih ved organizacije, sociologije, raziskovanja, ... Vsebine bodo podane tako, da bodo spodbujale lastno inovativnost posameznika in sicer tako, da pri slednjem postavljajo nova vprašanja na predstavljeno tematiko. Takšen način dela zagotavlja kontinuirano rast destinacijskega managementa kot znanstvene vede, kar bodo sluhatelji ob zaključku študija skušali potrditi z izdelavo magistrskih nalog.

Preverbe teoretičnih konceptov v praksi in analiza dobrih praks so zajete v samostojnem delu študentov.

Povezanost z drugimi predmeti:

Predmet je povezan z ostalimi predmeti, s katerimi tvori teoretično podlago za ožjo specializacijo študenta.

Posebnosti predmeta:

Predmet združuje in na turizmu aplicira vsebine organizacije in upravljanja z lokalnimi skupnostmi.

Learning and teaching methods:

Coursework:

Students will learn about the subject matter through application-oriented theoretical basis for the organization of science, sociology, research, ... The content will be given to encourage the individual's own creativity in a way that there will be raising new questions on topics presented. This procedure allows a continuous growth in destination management as a scientific discipline. At the end of the course the students will be able to confirm their knowledge with the preparing the master thesis.

Links to other courses:

The course is linked with other courses in the study program. The course forms the theoretical basis for the narrow specialization of the student. A prior knowledge in the area of the company and individual dimensions of tourism and spatial effects is desired for better understanding the course content

Special features of the course:

The subject combines many theories of tourism and apply the contents of the organization and management of local communities. Theoretical

Teoretični pogledi delovanja destinacijskega managementa so predstavljeni v luči razvoja turističnega gospodarstva, kar študent ob izdelavi projektne naloge tudi sam individualno raziskuje na primeru lastnega ali lokalnega ali regionalnega okolja. Aplikativnost projekta se izkaže s predlaganimi rešitvami oziroma implementacijo osvojenih teorij destinacijskega managementa.

Oblike dela:

- Frontalna oblika poučevanja
- Delo v manjših skupinah oz. v dvojicah
- Samostojno delo študentov
- e-izobraževanje (do 50% seminarских vaj)

Metode (načini) dela:

- Razlaga
- Razgovor/ diskusija/debata
- Delo z besedilom
- Proučevanje primera
- Igra vlog
- Druge vrste nastopov študentov
- Reševanje nalog
- »Terenske vaje« (npr. obiski podjetij)
- Vključevanje gostov iz prakse

aspects of destination management are presented in the light of developments in the tourist industry. A student will be enabled to work for himself in exploring the case in a local or regional environment. Applicability of the knowledge will be reflected in the proposed solutions and the implementation of destination management theories.

Forms:

- Frontal lectures
- Work in small groups or in pairs
- Independent work of students
- e-education (up to 50% of seminar work)

Methods (ways) of work:

- Expanation
- Discussion
- Work with text
- Case analysis
- Role-playing
- Other forms of student presentations
- Solving exercises
- »Field work« (for example, compay visits)
- Inclusion of guests from practice

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<p><i>Obveznosti študentov:</i> Izdelava in predstavitev seminarских nalog, študija primera organizacije destinacije, aktivna prisotnost na predavanjih in vajah, kolokvij</p>	20 %	<p>Preparation and presentation of seminar papers, case studies, an active presence at lectures and tutorials, written eshort exam</p>
<p><i>Oblike preverjanja in ocenjevanja znanja:</i> Krajši pisni izdelki Daljši pisni izdelki Javni nastop ali predstavitev Končno ocenjevanje (pisni/ustni izpit) Drugo: aktivno sodelovanje</p>	80 %	<p>Type (examination, oral, coursework, project):</p> <p>Short written assignments</p> <p>Longer written assignments</p> <p>Public appearance or presentation</p> <p>Final evaluation (written/oral exam)</p> <p>Other: active participation</p>