



COURSE SYLLABUS

Course title:

Strategic management in tourism

Study programme and level:

Tourism Enterprise Management,
Undergraduate professional study programme, 1st level

Content (Syllabus outline):

Strategies:

- Concept, definition and classification of strategies
- Business strategies for tourism
- Competitiveness in Tourism
- Strategic documents of the Republic of Slovenia in the field of tourism
- The process of strategic management in tourism

Environmental analysis:

- Analysis of internal environment
- Analysis of external environment
- Analysis of Slovenian Tourism
- Synthesis of strategic factors

Strategy design:

- mission and vision
- Setting goals
- Strategy Selection
- Policies

Implementation of the strategy:

- Development of programs
- Making budget
- Establishment of procedures

The evaluation and control of strategy implementation:

- Setting standards
- Measurement results
- Corrective action