1. Course (module) name	2. Code
Destination Marketing	

3. Lecturer (s)	4. Division(s)			

5. Cycle of studies	6. Course (module) level	7. Course (module) type
First	Course is not divided into parts	Elective

8. Delivery form	9. Delivery period	10. Delivery language (s)
Full-time	Semester 5	English

11. Requirements for students				
Preliminary requirements:	Associated requirements (if any):			
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12. Scope of course (module) in ECTS credits	13. Full workload of a student (hours)	14. Contact work hours	15. Independent work hours
6	130	30	100

#### 16. Course (module) purpose: competences developer by the course programme

This course - as a result from both marketing and tourism industries' requirements for developing graduates with the specific knowledge and awareness of contemporary trends of how to promote a destination successfully. Special emphasis is places on the different requirements applicable to each destination. Moreover, the range of marketing strategies employed by Destination Management Organizations (DMOs) together with their respective partners (other organizations, airports and airlines) is analyzed.

#### 17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement Results (targets) of the Results of the course Methods of studies **Evaluation methods of** course academic achievements Lectures,, discussion, Examination. Students have to The course provides the understand the knowledge and application problem assignments, Evaluation of discussion. destinantion and examples of: principles of debates, analysis of brands assignment and interpretation destination marketing, marketing importance of of results. the aviation industry. destination brand values, role of identify current social media influencers; challenges, trends and Case Analysis report and Building of special skills: to Lectures, analysis, case possible guidelines of identify trends and prospects of studies evaluation. development, apply the destination marketing, select of acquired knowledge to targeted market segments; solve problems. Building of general skills: to Analysis, case studies, KPI Examination. Evaluation of discussion, create and seek Key measurements Performance Indicators assignment and interpretation of results.

18. Course content									
Contact work hours and learning					Time of independent				
Topics		method						studies and tasks	
		Consultations	Seminars	Exercises	Laboratory work	Practice	All contact work	Independent work	Tasks
Destination marketing concepts	2	-	1	-	-	-	3	10	Read and analyse
								10	the literature presented by the lecturer.
2. Objectives for developing and implementing a destination marketing strategy	2	-	1	-	-	-	3	10	Read and analyse the literature presented by the lecturer, analysing strategies
3. Analysis and selection of destination brand values	2	-	2	-	-	-	4	10	Read and analyse the literature presented by the lecturer.
4. Selection of targeted tourism market segments	4	-	2	-	-	-	6	20	Read and analyse the literature presented by the lecturer. Analysis of the tourism market segments
5. Role of social media influencers	2	-	2	-	-	-	4	10	Read and analyse the literature presented by the lecturer.
6. Key Performance Indicators (KPIs)	4	-	2	-	-	-	6	20	Read and analyse the literature presented by the lecturer, Case Studies
7. Analysis of successful and unsuccessful destination marketing case-studies	2	-	2	-	-	-	4	20	Read and analyse the literature presented by the lecturer, Case Studies and Group Works
Total	18	-	12	-	-	-	30	10 0	

19. Strategy and criteria of student assessment							
Assessment method	Per cent	Delivery time	Evaluation criteria				
Assessment of analysis,	20%	During the	Results of independent student work are assessed in the				
interpretation and		semester	10 points system. Evaluation criteria:				
discussion			<b>10-9:</b> Excellent analysis, demonstration of good abilities				
			and creative skills, original interpretations, active				
			participation in discussions.				

Evaluation of individual assignment  During the semester  During the semester  During the semester  Evaluation of presentation of the analysis includes: 30% score for oral presentation and 70% score for the written report  Evaluation criteria for oral delivery of the results of analysis:  9-10: clear, coherent presentation corresponding to the raised endpoint; formulated and motivated idea; consistently and widely developed analysis and interpretation;  7-8: incoherent presentation, only partially complying to the raised purpose of research; analysis is inconsistent, superficial or episodically deviating from the basic research problem; no interpretations of research results are provided  5-6: vague presentation that does not meet the objective; superficial and inaccurate analysis not consistent with the main work problem, or analysis is missing  0-4: does not meet minimum requirements or presentation delivery is not prepared.  Evaluation criteria for a written analysis report:  30% Structure and scope of work: the written paper has clear and logical structure, contains all necessary components (introduction, theme presentation, goals, objectives, methods, empirical materials, teaching that provides empirical material analysis and interpretation, conclusions; the scope of report is adequate and it contains all the necessary parts: 5-6 points; the scope of report is adequate and it contain all the necessary parts: 5-6 points; the sudy report does not meet minimum requirements or the report is not ready: 0-4 points.  Some Analysis and conclusions: the analysis is very thorough, conclusions are justified and based on empirical material: 9-10 points; the analysis was performed, but not complete, conclusions are not always justified: 7-8 points; superficial analysis: 5-6 points; research report fails to meet minimum requirements, or research ment not prepared: 0-4 points.				0.7. (011
discussions. 6-5: Average analysis, demonstration of weak creative skills, no interpretations provided, fragmented participation in discussions. 4-0: Minimum requirements are not met. 4-0: Minimum requirements are not met. Evaluation of individual assignment  Evaluation of presentation of the analysis includes: 30% score for oral presentation and 70% score for the written report Evaluation criteria for oral delivery of the results of analysis: 9-10: clear, coherent presentation corresponding to the raised endpoint; formulated and motivated idea; consistently and widely developed analysis in inconsistent superficial or episodically deviating from the basic research problem; no interpretations of research results are provided 5-6: vague presentation that does not meet the objective; superficial and inaccurate analysis not consistent with the main work problem, or analysis is missing 0-4: does not meet minimum requirements or presentation delivery is not prepared. Evaluation criteria for a written analysis report: 30% Structure and scope of work: the written paper has clear and logical structure, contains all necessary components (introduction, theme presentation, goals, objectives, methods, empirical material, seaching that provides empirical material analysis and interpretation, conclusions): the scope of report is adequate and it does not included the necessary clements: 9-10 points; the scope of report is analysis was all the necessary points in adequate and does not contain all the necessary points; the study report does not meet minimum requirements or the report is not ready: 0-4 points. 50% Analysis and conclusions: the analysis was performed, but not complete, conclusions are not always justified: 7-8 points; the study report does not meet minimum requirements or the report is not ready: 0-4 points. 20% Scientific style and research culture: proper treatment of sources and quotations; wording and style meets requirements for the research paper.  Written examination  50% Analysis and conclusions: the analy				
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<b>8-7:</b> Good knowledge and skills. 16-14 correct answers.				
<b>6-5:</b> Average knowledge and skills. 13-10 correct				<b>6-5:</b> Average knowledge and skills. 13-10 correct

	answers. <b>4-0:</b> Minimum requirements are not met. 9 or less
	correct answers.

### 20. Sources of study, literature

## Mandatory sources of study, literature

- 1. Keller, K.L. (2013). Strategic Brand Management: Building, Measuring and Managing Brand Equity, 4th edition, Pearson Education
- 2. Kotler P., Bowen J.R. & Makens J.C. (2003), Marketing for Hospitality and Tourism, 3rd ed. Upper Saddle River, NJ: Prentice Hall.
- 3. Dinnie, K. (2008). 'Nation Branding Concepts, Issues, Practice', Butterworth-Heinemann, Amsterdam.
- 4. Briggs, S. (1997), Successful tourism marketing, London: Kogan Page.

# Additional sources of study, literature

5. Laws, E. (2002), Tourism marketing: quality and service management perspectives, London: Continuum.