

NAME OF THE COURSE		TOURISM DESTINATION MANAGEMENT				
Code	EUT203	Year of study	3			
Course teacher	Prof. Lidija Petrić, PhD Assoc..prof. Ante Mandić Ass prof. Davorka Mikulić, PhD	Credits (ECTS)	5			
Associate teachers	Prof. Lidija Petrić, PhD Assoc..prof. Ante Mandić Ass prof. Davorka Mikulić, PhD	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Fundamental/obligatory of the course	Percentage of application of e-learning				
COURSE DESCRIPTION						
Course objectives	Through this course, students will integrate / connect theoretical and empirical knowledge about the occurrence and manner of functioning and management of a tourist destination as a space where tourism is being developed. At the same time, they will get to know the basic functions of the integrated management process and master the design of the development plan of a tourist destination.					
Course enrolment requirements and entry competences required for the course	As indicated in the Statute of the Faculty of Economics, Business and Tourism, University of Split.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Student will be able to:</p> <ul style="list-style-type: none"> determine the reasons for understanding tourist destination as a complex social system identify the characteristics and functions of the process of integral management of the destination as a social system analyze the basic stages and procedures of planning the development of a tourist destination identify planning techniques and destination management models identify and evaluate the effectiveness of measures/instruments and modern technologies in the process of managing visitor flows identify different models and procedures for managing destination stakeholders formulate destination development plan with appropriate measures and instruments for managing a specific destination (levels 6 and 6/7) 					
Course content broken down in detail by weekly class schedule (syllabus)		Theme	hours	Theme	hours	
	1	Application of the systems theory in tourism	2	Arrangement of work methodology	2	

2025/2026

04/11/25-23. Sj. FV

	2	Tourist destination management	2	Terrain lecture	2
	3	Planning of a tourist destination development	2	Group task/dispute based on a case study (destination as a system)	2
	4	Tourist destination planning methodology	2	Group task /dispute based on a case (stakeholders mapping /multilevel governance)	2
	5	Tourist destination planning levels	2	Management plan elaboration; first stage - the SWOT analysis on a concrete example	2
	6.	Local level of planning	2	Management plan elaboration ; second stage- forming a vision of destination development, and elaboration of development goals and measures	2
	7	Tourist sites' planning	2	Management plan elaboration; carrying capacity assessment	2
	8	Planning models and techniques	2	Management plan elaboration; monitoring stage- sustainability indicators	2
	9	Planning measures and tools; managing visitor flows	2	Presentation of student' papers and discussions	2
	10	Operational plans	2	Presentation of students' papers and discussions	2
	11	Marketing implications of destination management	2	Presentation of students' papers and discussions	2
	12	Destination organisational structure (role of DMOs)	2	Guest lecturer	2
	13	Application of information technologies in a destination	2	Application of selected methods and/or games in encouraging stakeholders' participation and co-creation	
	Format of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input type="checkbox"/> partial e-learning <input checked="" type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> work with mentor <input checked="" type="checkbox"/> guests from business (other)	
Student	Students are obliged to realize 70% of attendance at lectures and exercises, and to write a				

responsibilities	seminar / research paper on a given topic (as an individual or a teamwork) and present it with the use of PPT presentation (or any other task given by a teacher. A student has the opportunity to do another research task, and to read and discuss additional materials on the recommendation of the teacher in order to achieve learning outcomes.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	1 ECTS	Research		Practical training	
	Experimental work		Report		Reading material given by a teacher (Other)	0,75ECTS
	Individual task (Essay, case study, critical review)	0,75	Seminars/ essay	1ECTS	(Other)	
	Tests	1,5* ECTS	Oral exam		(Other)	
	Written exam	1,5 ,5* ECTS	Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>Students will have an opportunity to take two tests*. Second test can be taken only if first test has been successfully passed. Test is considered to be successfully done if the minimum of 60 % is accomplished.</p> <p>Students who successfully pass both tests and make all the tasks required can get their final grade. If they wish to get a higher grade, they have an opportunity to do the oral exam, but they have to let the teacher know about their intention not later than 24 hours after final results are presented on the intranet.</p> <p>Final grade is formed by summing up points which a student can earn through 3 components: by two semestral tests or via final test at the end of a semestar = 60 points; seminar =20 points (10 for the PPT contents and oral presentation and 10 for the written seminar), an essay and / or critical review = 10 points and student activity - 5 points.</p> <p>Grading scale is: <60 points – fail; 60-69 points= pass; 70-79 =fair; 80-89 = good; 90-100 = excellent. In case a student scores the test or (mid-term tests) over 60 %, but the final score obtained with all the elements included doesn't pass 60 points (between 55 and 60) may be called for an additional oral examination.</p> <p>*Alternatively, except via two semestral tests, students can get their grade via final test at the end of the semester. Total score is formed as explained.</p>					
Required literature (available in the library and via other media)	Title				Number of copies in the library	Availability via other media
	Ryan, C. (2020). Advanced Introduction to Tourism Destination Management, Edward Elgar Publishing, Cheltenham, UK				x	Internet
	Authorized presentation and material on the Moodle platform					Merlin
	Morrison, A., (2019), Marketing and Managing Tourism Destinations, Routledge, Taylor and Francis Group				x	
Optional literature (at the time of submission of study programme proposal)	<p>Mandić, A., Petrić, L., Pivčević, S. (2025). Harmonizing sustainability and resilience in post-crisis cultural tourism: stakeholder insights from the Split Metropolitan Area Living Lab. <i>Tourism Management Perspectives</i>, 55, 101331. https://doi.org/10.1016/j.tmp.2024.101331</p> <p>Mandić, A., Spenceley, A., & Fennell, D. A. (Eds.). (2024). <i>Handbook on Managing Nature-Based Tourism Destinations Amid Climate Change</i>. Cheltenham, UK: Edward Elgar</p>					

Publishing. Retrieved Oct 4, 2025, from <https://doi.org/10.4337/9781035311255>

Sarantakou, E. (2023). Contemporary Challenges in Destination Planning: A Geographical Typology Approach. *Geographies* 3, 687–708. <https://doi.org/10.3390/>

Soares, J. C., Domareski Ruiz, T. C., & Ivars Baidal, J. A. (2022). Smart destinations: a new planning and management approach?. *Current Issues in Tourism*, 25(17), 2717-2732.

Emmet McLoughlin & James Hanrahan (2023) Evidence-informed planning for tourism, *Journal of Policy Research in Tourism, Leisure and Events*, 15:1, 1-17, DOI: 10.1080/19407963.2021.1931257

Pham, K., Andereck, K. L., & Vogt, C. A. (2023). Stakeholders' involvement in an evidence-based sustainable tourism plan. *Journal of Sustainable Tourism*, 33(4), 673–696. <https://doi.org/10.1080/09669582.2023.2259117>

Abdol Aziz Shahraki (2022) Tourism development techniques in the urban master plan, Petrić, Lidija; Mandić, Ante (2022). Smart governance in historic urban destinations - evidence from Croatia // *A Research Agenda for Urban Tourism* / van der Borg, Jan (ur.). Cheltenham, UK: Edward Elgar Publishing, pp. 53-82 doi:10.4337/9781789907407.00011

□ Hell, Marko; Petrić, Lidija (2021). System Dynamics Approach to TALC Modeling // *Sustainability*, 13 (2021), 9; 1-22 doi:10.3390/su13094803

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Edgell, D.R., Swanson, J.R. Smith, G., Swanson, J. and Edgell, D.R. Sr., (2019) *Tourism Policy and Planning: Yesterday, Today, and Tomorrow*, third edition, Routledge

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Albrecht, J. N., editor (2017). *Visitor Management in Tourism Destinations*, CABI Series in Tourism Management Research

Amore, A., Prayag, G., Hall, C. M. (2018). Conceptualizing destination resilience from a multilevel perspective. *Tourism Review International*, 22(3-4), 235–250. DOI: <https://doi.org/10.3727/154427218X15369305779010>

Cheer, J. M., Milano, C., Novelli, M. (2019). Tourism and community resilience in the Anthropocene: accentuating temporal overtourism. *Journal of Sustainable Tourism*, 27 (4): SI, 554-572, <https://doi.org/10.1080/09669582.2019.1578363>

Cheng, L., Zhang, J. (2020) Is tourism development a catalyst of economic recovery following natural disaster? An analysis of economic resilience and spatial variability. *Current Issues in Tourism*, available at: <https://doi.org/10.1080/13683500.2019.1711029>

Cheung, K. S., & Li, L. H. (2019). Understanding visitor–resident relations in overtourism: developing resilience for sustainable tourism. *Journal of Sustainable Tourism*, 27(8), 1197–1216. <https://doi.org/10.1080/09669582.2019.1606815>

Koens, K., Postma, A., & Papp, B. (2018). Is Overtourism Overused? Understanding the Impact of Tourism in a City Context. *Sustainability*, 10(12), 4384.

	<p>https://doi.org/10.3390/su10124384</p> <p>Mandić, A. (2021). Optimisation of tourism development in destinations : an approach used to alleviate the impacts of overtourism in the Mediterranean region. In A. Spenceley (Ed.), Handbook for Sustainable Tourism Practitioners: The Essential Toolbox (Issue 2021, pp. 347–364). Edward Elgar Publishing.</p> <p>Journals</p> <p>Annals of Tourism Research, Elsevier; https://www.journals.elsevier.com/annals-of-tourism-research/</p> <p>Tourism Management, Elsevier; https://www.journals.elsevier.com/tourism-management</p> <p>Sustainability, MDPI, https://www.mdpi.com/journal/sustainability</p> <p>Journal of Ecotourism https://www.tandfonline.com/journals/reco20</p> <p>Tourism Planning & Development, https://www.tandfonline.com/journals/rthp</p>
Quality assurance methods that ensure the acquisition of exit competences	<ol style="list-style-type: none"> 1. Keeping up the record on, active participation and deliverables (to be done by the teacher) 2. Monitoring of the teaching process (to be done by a vice dean for academic and student affairs) 3. The analysis of the studying success (to be done by a vice dean for academic and student affairs) 4. Student survey on quality of teachers and course deliverables (the University of Split, Centre for quality management) 5. The learning outcomes are tested throughout the exam and student individual work. There is a regular review of the student tasks and tests to analyse if they are appropriate to evaluate the learning outcomes (vice dean for academic and student affairs)
Other (as the proposer wishes to add)	<p>Potentially, up to three lectures of the external experts in the field can be organised. Additionally, field trip and visit to different institutions and hospitality businesses can also be organised.</p>