

Name of the subject: Strategic marketing of a tourist destination		
Teacher(s): Nevena J. Ćurčić		
Status of the subject: Elective		
Number of ECTS points: 15		
Condition: -		
Goal of the subject Getting to know, through theoretical and practical knowledge and examples, how the destination should approach strategic marketing planning, who are the bearers of marketing plans and how the plans affect the construction of the destination image. In this way, it is possible to understand the complex application of all marketing mix instruments and their synergetic effect on tourist demand. Introduction to guidelines on how to create a desirable image of a destination, how to re-brand a destination, how to develop a strategic product portfolio and how to multiply the effects of tourism with the presentation of a marketing model for tourist destination marketing.		
Outcome of the subject Introducing students to the strategic marketing plan of a tourist destination. Understanding the process of planning and functioning of the marketing plan, the application of certain communication tools, the importance of market positioning of the destination itself. Enabling students to manage strategic marketing planning at the tourist destination level.		
Content of the subject <i>Theoretical lectures</i> The concept of tourist destination marketing. Tourist destination marketing management. Creating a common development vision of all stakeholders in a tourist destination. Marketing as an instrument for optimizing the effects of tourism and the realization of strategic goals. Marketing strategies based on market research. Strategic development of the brand and competitive positioning of the tourist destination. Realization of strategic connection of public and private sector at the level of marketing planning in a tourist destination. Challenges of strategic planning in crisis conditions. Examples and analysis of strategic marketing plans. <i>Practical lectures</i> Independent creation of a strategic marketing plan for a tourist destination.		
Recommended literature 1. Edited by Rodoula H. Tsiotsou, Ronald E. Goldsmith (2012) Strategic Marketing in Tourism Services. Emerald Group Publishing. 2. Pričard A., Morgan N., Prajdr. (2015). Destinacija kao brend. CLIO, Beograd 3. Ćurčić N., Garača V. (2013) Tourist identity of Serbia in correlation to the promotional activities. International Thematic Proceedings „National and European identity in the process of European integration“, Edited by Pero Petrović, Milovan Radaković, Institute of International Politics and Economics, Belgrade, Pp.745-760 UDC 338.48:323.15(497.11), ISBN 978-86-7067-180-5 4. Pavlović N., Ćurčić N., Medić S. (2013) Preferences and Tourist's Spends in Tourism Places in the Autonomous Province of Vojvodina. International Conference: Contemporary Trend in Tourism and Hospitality, 2013 – Peace, Culture and Tourism, Collection of Papers, 26-27. september 2013, University of Novi Sad, Faculty of Natural Sciences, Serbia, pp.211-218 ISBN 978-86-7031-310-1 5. Вук Гарача, Невена Ћурчић, Светлана Вукосав (2014) Анализа показатеља туристичке привреде у гравитационој зони Новог Сада, Теме бр.2, година XXXVIII, Ниш, април-јун 2014, стр.543-565 UDK 338.482(497.11Novi Sad) 005.52ISSN 0353-7919 6. * (2006) Стратешки маркетинг план, Стратегија туризма Републике Србије. Министарство трговине, туризма и услуга, Београд 7. * (2009) Kvarner - Strateški marketinški plan turizma 2009-2015, krovni plan. Turistička zajednica Kvarnera, Institut za turizam, Zagreb.		
Number of active classes	Theory: 4(60)	Practice:
Methods of delivering lectures Oral presentation method, Illustrative-demonstrative methods, Group work, Case study analyzes.		
Evaluation of knowledge (maximum number of points 100) Seminars 50, oral exam 50.		