

Name of the subject: Competitiveness of tourist destinations		
Teacher(s): Nevena J. Ćurčić, Vanja M. Pavluković, Kristina Košić		
Status of the subject: Elective		
Number of ECTS points: 15		
Condition:-		
Goal of the subject Introduction to the theoretical and practical knowledge and examples, how destinations can increase their competitiveness. This enables the understanding of the complex and multifaceted nature of the factors that make the destination more competitive. The introduction of guidelines on how to create a successful destination with the launch of a conceptual model of destination competitiveness, so that realizing the importance of sustainability to ensure its long-term success.		
Outcome of the subject Introducing students to the factors of competitiveness of tourist destinations. Understanding the functioning model of destination, destination management and marketing competitive destinations. Students learn to manage destination management organization, and to build brand (trademark) and branding.		
Content of the subject <i>Theoretical lectures</i> Destination as a spatial and functional unit of the tourism industry. Competitive destinations. Sustainable destination. Model of destination competitiveness. Macro and micro environment of the destination. Basic resources and attractions destination. Following factors and resources. Policy, planning and destination development. Destination management - the key to gaining sustainable competitive advantage. Destination marketing - strategies and practices. Marketing mix destination. Marketing competitive destination in the future. The parameters that define the potential destination. Functioning of the destination model. Creating a brand of tourism. <i>Practical lectures</i> Independently create a functional model of competitive destinations.		
Recommended literature 1. Armenski T., Gomezelj D., Đurđev B., Ćurčić N., Dragin A. (2012) Tourism destination competitiveness – between two flags. Economic research – Ekonomska istraživanja, Vol.25(2012) No.2 (485-502), pp.485-502 DOI: 10.1080/1331677X.2012.11517519 rad, ISSN: 1331-677X (Print) 1848-9664 (Online) 2. Garača V., Vukosav S., Ćurčić N., Bradić M. (2018) The importance of prices in tourism industry - the impact of growth of prices of hospitality services on the domestic tourism demand, Zbornik radova - Geografski fakultet Univerziteta u Beogradu, iss. 66-1, pp. 5-20, 2018 UDC 338.57.055.2:338.48; doi: 10.5937/zrgfub1866005G 3. Ćurčić N., Garača V., Vukosav S., Bradić M. (2015) Regeneration of industrial heritage in terms of sustainable tourism development. Proceedings of International Scientific Conference „GEOBALCANICA 2015“, 5-7 June 2015 Skopje, Republic of Macedonia, Geobalcanica Society–Skopje, Republic of Macedonia, UDC: 338.484/502.131.11/725.1/66(497.113),,17/20”, DOI: http://dx.doi.org/10.18509/GBP.2015.60 , pp.471-478 4. Dragičević, V. (2012). Konkurentnost Vojvodine kao destinacije poslovnog turizma, monografija. PMF, Departman za geografiju, turizam i hotelijerstvo, Novi Sad. 5. Cimbajević, M., Stankov, U. and Pavluković, V. (2019). Going beyond the traditional destination competitiveness–reflections on a smart destination in the current. Current Issues in Tourism, https://doi.org/10.1080/13683500.2018.1529149 6. Armenski, T., Dwyer, L., Pavluković, V. (2018). Destination competitiveness: public and private sector tourism management in Serbia. Journal of Travel Research, 57(3), 384-398. 7. Kovačević, N. D., Kovačević, L., Stankov, U., Dragičević, V., & Miletić, A. (2018). Applying destination competitiveness model to strategic tourism development of small destinations: The case of South Banat district. Journal of destination marketing & management, 8, 114-124. 8. Dwyer, L., Dragičević, V., Armenski, T., Mihalić, T., & Knežević Cvelbar, L. (2016). Achieving destination competitiveness: an importance–performance analysis of Serbia. Current Issues in Tourism, 19(13), 1309-1336. 9. Ritchie, B., Kossatz, H.H., Crouch, G., (2003) <i>The Competitive Destination: A Sustainable Tourism Perspective</i> . CABI Publishing.		
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		