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| <b>Name of the subject:</b> Strategic partnerships and intersectoral connection in tourism  |            |              |
| <b>Teacher(s):</b> Igor Lj. Stamenković, Olja Munitlak Ivanović   |            |              |
| <b>Status of the subject:</b> Elective  |            |              |
| <b>Number of ECTS points:</b> 15  |            |              |
| <b>Condition:-</b>  |            |              |
| <b>Goal of the subject</b><br>The aim of the course is to acquire the latest knowledge in the field of strategic partnership and intersectoral connections in tourism. Tourism, as an economic activity in the development of which numerous partners in the destination are involved, will not bring significant benefits to the local community if the formation of its development strategy does not balance the interests of various stakeholders from the public and private sectors. Therefore, the aim of this course is to provide future tourism professionals, who will work in responsible places where tourism development policy and event planning is created, but also future scientists, with the knowledge needed to form an adequate stakeholder network that will include stakeholders from various sectors (culture, education, sports, hospitality), which are related to the development of tourism in the destination.   |            |              |
| <b>Outcome of the subject</b><br>The acquired knowledge from this course should enable doctoral students to take into account the different interests of stakeholders in practical and theoretical work when developing tourism development strategies in certain destinations and to evaluate their role in formulating a development strategy based on the principles of sustainable tourism development. Therefore, the outcome of this course will be the ability for research and practical work in the field of strategic planning of tourism development in the destination, including event planning and marketing planning.  |            |              |
| <b>Content of the subject</b><br>The concept and significance of stakeholders in strategic management. Key stakeholders in the destination responsible for tourism development. Disadvantages of the traditional way of planning tourism development. Lijiang model of stakeholder cooperation in cultural tourism. Specifics of strategic planning for rural tourism development. Stakeholder approach in the concept of total relationship marketing. Stakeholder networking in event planning.<br>Theoretical classes take place through lectures<br>Practical classes are conducted through the preparation of seminar papers in the field of strategic planning and inter-sectoral connections in tourism. Students will explore some of the tourism sub-sector and its inter-sectoral development on the examples of large and regional events and institutions that participate in their planning and implementation.  |            |              |
| <b>Recommended literature</b><br><ol style="list-style-type: none"> <li>1. A. Payne, D. Ballantyne, M. Christofer, A stakeholder approach to relationship marketing strategy, European Journal of marketing, Vol. 39, No.7-8 (2005), 855-871. <sup>[1]</sup><sub>[SEP]</sub></li> <li>2. Kovačević, M, Stamenković, I. (2019): Algoritam za upravljanje događajima, Udžbenik, Departman za geografiju, turizam i hotelijerstvo, PMF, Novi Sad.</li> <li>3. L. Medeiros de Araujo, B. Bramwel, Stakeholder assesment and collaborative tourism planning, <sup>[1]</sup><sub>[SEP]</sub>The case of Brazil Costa Duarade project, Journal of Sustainable Tourism, Vol. 7, No.3-4(1999). <sup>[1]</sup><sub>[SEP]</sub></li> <li>4. Munitlak Ivanović, O. 2009. Strategijski menadžment. Udžbenik.. Fakultet poslovne ekonomije, Univerzitet Educons, Sremska Kamenica, 312.</li> <li>5. Stamenković, I. (2014): Multi-stejkholderski pristup efektivnosti organizacije događaja kao faktor uspešnosti destinacijskog turističkog proizvoda, Doktorska disertacija, Departman za geografiju, turizam i hotelijerstvo, PMF, Novi Sad. <sup>[1]</sup><sub>[SEP]</sub></li> <li>6. Хацић, О. (2006): Стејкхолдерски приступ управљању одрживим развојем културног туризма, Докторска дисертација, Природно-математички факултет у Новом Саду. <sup>[1]</sup><sub>[SEP]</sub></li> </ol> Recommended doctoral dissertations and scientific papers in mentioned fields by subject professors. |            |              |
| Number of active classes  | Theory: 50 | Practice: 50 |
| <b>Methods of delivering lectures</b> Individual consultations, seminar papers, project presentation.   |            |              |
| <b>Evaluation of knowledge (maximum number of points 100)</b> Scientific research 50 points; Oral exam 50 points  |            |              |