

Study programme: Master Academic Studies Management of Cultural Tourism and Cultural Heritage			
Course title: Product development and branding strategies (MKT104)			
Teacher: PhD Miroslav Vujičić, PhD Sanja Kovačić			
Status: Elective			
ECTS: 5			
Requirements: None			
Learning objectives: The objective of the course is to enable students to become acquainted with various ways of destination management, the process of designing and developing tourism products, as well as creating a tourist experience. The goal is to educate and train students to create a tourism product, create experiences, effectively communicate tourism content on the market and develop a branding strategy for tourism products. Increasing competition in the world tourism market requires well-trained and qualified staff for creating tourism products, promotion and presentation of a tourist destination in order to establish a competitive advantage. Through different case studies, positive and negative examples of tourism product development will be noted in order to pointed out the importance of making decisions related to the destination development.			
Learning outcomes: Learning outcomes: <i>Upon completion of the course the students will be able to:</i> <ul style="list-style-type: none"> • Explain the basic theoretical knowledge related to tourist product development, management of tourist destinations, • Creat branding strategies Manage the process from developing the idea to a specific tourist product.			
Syllabus: <i>Theoretical part:</i> The concept of tourist destination and cultural tourism product; The process of tourist destination management; Tourist destination competitiveness; Cooperation and partnerships of stakeholders in tourism; Components of cultural tourism product; Categories of cultural tourism products; Phases of the formation of a cultural tourism product; Adaptation of the cultural tourism product to the target market; Methods of internal and external quality control of the tourist product; Defining and discussing basic principles of quality management system; Certification of quality management system; Analysis of customers' satisfaction with quality of tourism product; Methods and techniques of improving quality of tourism product. Strategy of tourist market segmentation and identification of customer profile; Creation of tourist experience; The importance of storytelling in cultural tourism; Branding strategies in cultural tourism; Marketing of a cultural tourism product. <i>Practical part:</i> Project tasks related to the development of specific tourism products in cultural tourism and the design of branding strategy for the given products.			
Literature: <ol style="list-style-type: none"> 1. Кошић, К. (2013): Менаџмент туристичке дестинације, скрипта. стр. 1-141. ПМФ, Нови Сад. 2. UNWTO (2007): A Practical Guide to Tourism Destination Management. World Tourism Organization, Madrid, Spain. ISBN: 978-92-844-1243-3 3. ETC (2011): Handbook on tourism product development. European travel Comission. 4. Божић С. (2016): Утицај личности туристе на бренд дестинације и туристичко понашање на примеру локалитета културне руте, (докторска дисертација), Департман за географију, туризам и хотелијерство, ПМФ, Нови Сад. 5. Блеших И. (2017): Менаџмент квалитета у туризму и хотелијерству. Департман за географију, туризам и хотелијерство, Природно-математички факултет, Универзитет у Новом Саду. 			
Weekly teaching load 4 (60)	Lectures 2 (30)	Exercises 2 (30)	
Methods of Teaching: a) method of oral presentation; b) visual presentation method; c) method of discussion; d) Textual method e) Illustrative-demonstration methods (Searching the Internet and standard library documentation, by defined topics).			
Grading method (maximum 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Practical skills	0-5	Oral examination	30-45
Colloquia	15-30	
Seminar paper	0-15		

