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| Title of the course | Strategic Tourism Marketing |
| Number of credits | 3 |
| Course description | The Strategic Tourism Marketing course reflects a need for a complex approach to marketing activities in tourism sector as one of the world's fast-moving and dynamic industries. This comprehensive course pays an emphasis to selected aspects of international tourism environment that determine market position of tourism destinations. The course also offers students an opportunity to explore different approaches to and trends in destination marketing, while building up a practical framework for promoting tourism destination more strategically. It equips students with fundamental knowledge and practical experience they need to prepare for a career in international tourism and marketing management. |
| Course objectives | After completion of this course, students should be able to: <ul style="list-style-type: none"> - understand global tourism trends - analyze and interpret the external and internal tourism environment - analyze the competitiveness position of tourism destination - propose tourism destination marketing mix - develop and implement marketing and communication strategy |
| Course topics | International Tourism - Global Tourism Trends - External Marketing Analysis - Internal Marketing Analysis - Global Competitiveness Analysis - Tourism Marketing Mix - Marketing Communication |
| Evaluation | Case-studies solution (25 %), mini-test (25 %), project presentation (50 %) |
| Lecturer | Martin Luštický, Ph.D. |
| Short biography | Martin Luštický serves as the vice-dean for development and external relations at the Faculty of Management. His professional interests include strategic planning and applications of management methods in the field of tourism and regional development. He is author/co-author of 70 papers in interdisciplinary scientific journals and international conferences. |
| Lecturer | Jiří Dvořák, Ph.D. |
| Short biography | Jiří Dvořák is the head of the Department of Management, the Faculty of Management. His field of research is strategic management. He teaches courses focused on strategic management and international management. He is the author/co-author of more than 10 papers in interdisciplinary scientific journals and international conferences. |