Syllabus

Course Description

Course Title	Best practice
Course Code	30149
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	
Teaching Assistant	
Semester	Not defined
Course Year/s	Not defined
CP	6
Teaching Hours	0
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	0
Contents Summary	In the academic year 2025/26 the course "Best Practice" will not be offered. – Students can choose among the other courses offered in the current academic year. This course offers students the opportunity to engage with real-world examples of successful practice in the fields of sport, event management, and tourism. Through a combination of case studies, guest lectures, site visits, and applied assignments, students will critically examine how organizations design, implement, and evaluate effective strategies and operations. Emphasis is placed on connecting theoretical knowledge with practical application, fostering a reflective understanding of what constitutes best practice in different professional contexts. The course may include direct interaction with industry professionals, analysis of innovative

	business models, and exploration of sustainability-oriented practices. Students will be encouraged to identify transferable insights and assess their relevance to diverse organizational settings.
Course Topics	
Keywords	
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	-
Specific Educational Objectives and Learning Outcomes (additional info.)	ILO (Intended Learning Outcomes) ILO 1.1 Management of information flows, marketing and their functions in the consumer market (including behavioural sciences, market research, destination marketing) ILO 1.2 Corporate strategies and basic business models 26. The concept of sustainability and its impact on regional development ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Evaluation of different digital marketing approaches ILO 2.2 Industry analysis, competitive analysis and analysis of the business environment in different sectors ILO 2.3 Market analysis with the aim of selecting products and markets on which to focus business activities ILO 2.4 Context-dependent criteria for pricing ILO 2.5 Analysis of the trade-off between price and product quality and understanding of the criteria used to select the appropriate level of quality for the context ILO 2.6 Analysis of the economic sustainability of current and future travel destinations ILO 2.7 Ability to understand the interaction between individual consumer and business decisions and market equilibrium ILO 2.8 Development of economic models for the sustainable development of tourism at the local level

	ILO 2.9 Planning and evaluation of economic development processes in the tourism sector at the macro and micro levels ILO 2.10 Understanding of cultural diversity in oral and non-oral communication ILO 3 – Making judgements ILO 3.1 Identify the most important variables to be used when making decisions in complex situations. ILO 3.2 Report analytically and critically on information, empirical values and data in order to make appropriate business decisions. ILO 4 – Communication skills ILO 4.1 Graduates of the Bachelor's programme in Tourism, Sports and Event Management will develop communication and presentation skills in order to explain, discuss and summarise the complex, interdisciplinary topics of the tourism, sports and event sector in a work environment. ILO 4.2 The achievement of this goal will be assessed by means of written examinations, group work, assignments, presentations of case studies and projects, and the final thesis. ILO 5 - Learning skills ILO 5.1 The ability to analyse, critically evaluate and integrate data, information and experiences.
Assessment	
Evaluation Criteria	
Required Readings	
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	