

NAME OF THE COURSE		BASICS OF TOURISM				
Code	ECT101	Year of study	2			
Course teacher	Assist. Prof. Ante Mandić, PhD Prof. Lidija Petrić, PhD	Credits (ECTS)	5			
Associate teachers	Assist. Prof. Ante Mandić, PhD	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Fundamental/obligatory	Percentage of application of e-learning	30%			
COURSE DESCRIPTION						
Course objectives	Student will be able to integrate /connect many theoretical and empirical facts regarding tourism related processes and principles of its functioning. Also, he/she will be able to compare development trends and processes, to identify differences between different solutions offered by development and marketing policies and to judge their benefits.					
Course enrolment requirements and entry competences required for the course	As indicated in the Statute of the Faculty of Economics, Business and Tourism, University of Split.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Student will be able to:</p> <ol style="list-style-type: none"> 1. Identify and analyse basic motives and causes of tourism appearance and its characteristics as a contemporary social and economic phenomenon; 2. Identify and analyse factors of tourism supply and demand 3. Distinguish and explain social, economic and environmental impacts of tourism in a destination and methods of their valuation 4. Distinguish and compare tourism policies' measures 5. Identify and present actual tourism development trends 					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises			
	Topic	Hours	Topic	Hours		
	The development and growth of tourism	2	Introduction to course	2		
	Tourism system and Tourism destination	2	Student seminars and discussion	2		
	Tourism product and Tourism supply	2	Student seminars and discussion Self-evaluation: 1	2		
			Student seminars and discussion	2		
	Tourism demand	2	Student seminars and discussion	2		
			Student seminars and discussion Self-evaluation: 1	2		
	Economic impacts of tourism	2	Student seminars and discussion	2		
	Socio-cultural impacts of tourism	2	Student seminars and discussion	2		
	Environmental impacts of tourism	2	Student seminars and discussion Self-evaluation: 1	2		
			Student seminars and discussion	2		
	Sustainable tourism development planning	2	Student seminars and discussion	2		
			Student seminars and discussion	2		
Visitor management	2	Student seminars and discussion Self-evaluation: 1	2			
Contemporary challenges of tourism development	2	Student seminars and discussion	2			

Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input checked="" type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> guests from business (other)			
Student responsibilities	To pass this course, along with a final exam, students are expected to prepare a seminar consisting of a written report and presentation. Mandatory attendance: 70%.					
Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i>)	Class attendance	1 ECTS	Research		Practical training	
	Experimental work		Report		(Other)	
	Individual task (Essay, case study, critical review)		Seminars/essay	2 ECTS	(Other)	
	Tests	2* ECTS	Oral exam		(Other)	
	Written exam	2* ECTS	Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>There are two written exams during the semester. Only those students who pass the first one can participate in the second one. To pass the exam, the results obtained have to be 60% or more. If both exams are positive, then the student is not required to write the final exam. The students can also apply for the oral exam within three days after the final results have been published. In specific circumstances, the course teacher holds the right to invite students to participate in the oral exam.</p> <p>The final grade on this course is the sum of three components: written exams (or final exam) - 70 points, seminar - 20 points, individual participation - 10 points.</p> <p>Grading scale: < 60 points = unsatisfactory, 60-69 points = satisfactory, 70-79 points = good, 80-89 points = very good, and 90-100 points = outstanding.</p>					
Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media	
	Petrić, L., Osnove turizma, Ekonomski fakultet Split, priručnik/skripta, 2015.			5	Moodle	
	Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2018). TOURISM Principles and Practice (6ed). Pearson.			10		
	Holloway, J.C., Humphreys, C., Davidson, R. (2009). The business of tourism (8ed). Prentice Hall.				Moodle	
Optional literature (at the time of submission of study programme proposal)	<ul style="list-style-type: none"> - Fennell, D.A. & Cooper, C. (2020). Sustainable Tourism: Principles, Contexts and Practices. Channel view publications. - Journals: Annals of Tourism research Tourism Management Journal of Travel Research Journal of Sustainable Tourism Journal of Ecotourism Tourism Review 					

	<ul style="list-style-type: none"> - Research papers (among others): <ul style="list-style-type: none"> - Smith, S.L.J. (1994). The Tourism Product. <i>Annals of Tourism Research</i>, Vol.21, (3), pp.582-595. https://doi.org/10.1016/0160-7383(94)90121-X - Dobrica Z. Jovicic (2017): From the traditional understanding of tourism destination to the smart tourism destination, <i>Current Issues in Tourism</i>, DOI: 10.1080/13683500.2017.1313203 - Buhalis, D., 2000, Marketing the competitive destination of the future, <i>Tourism Management</i>, Vol.21(1), pp.97-116. https://doi.org/10.1016/S0261-5177(99)00095-3 - Leiper, N. (1979). The framework of tourism. <i>Annals of Tourism Research</i>, 6(4), 390–407. doi:10.1016/0160-7383(79)90003-3 - Gretzel, U., Werthner, H., et al. (2015) ‘Conceptual foundations for understanding smart tourism ecosystems’, <i>Computers in Human Behavior</i>. Elsevier Ltd, 50, pp. 558–563. doi: 10.1016/j.chb.2015.03.043 - Mandić, Ante, and Daniela Garbin Praničević. 2019. “Progress on the Role of ICTs in Establishing Destination Appeal: Implications for Smart Tourism Destination Development.” <i>Journal of Hospitality and Tourism Technology</i>. https://doi.org/10.1108/JHTT-06-2018-0047. - Mandić, A. (2020). Structuring challenges of sustainable tourism development in protected natural areas with driving force–pressure–state–impact–response (DPSIR) framework. <i>Environment Systems and Decisions</i>. https://doi.org/10.1007/s10669-020-09759-y - Mandić.A. (2020). Optimisation of tourism development in destinations: An approach used to alleviate the impacts of overtourism in the Mediterranean region, in: Spenceley, A. (ed), <i>Handbook of applied research tools for sustainable tourism: a guide for practitioners</i>. Edward Elgar Publishing. <i>In press</i>. - The official websites of relevant organisations and institutions and officials reports.
<p>Quality assurance methods that ensure the acquisition of exit competences</p>	<p>Keeping up the record on attendance, active participation and deliverables (to be done by the teacher)</p> <p>Monitoring of the teaching process (to be done by a vice dean)</p> <p>The analysis of the studying success (to be done by a vice dean)</p> <p>Student survey on quality of teachers and course deliverables (the University of Split, Centre for quality management). The learning outcomes are tested throughout the exam and student individual work.</p> <p>There is a regular review of the student tasks and tests to analyse if they are appropriate to evaluate the learning outcomes (vice dean for education)</p>
<p>Other (as the proposer wishes to add)</p>	<p>Potentially, up to three lectures of the external experts in the field can be organised. Additionally, field trip and visit to different institutions and hospitality businesses can also be organised.</p>