

NAME OF THE COURSE		Organization of tourism				
Code	ECT102	Year of study	2			
Course teacher	PhD Smiljana Pivčević, Associate professor	Credits (ECTS)	5			
Associate teachers	PhD Ante Mandić, Assistant Professor	Type of instruction (number of hours)	L	S	E	F
			26	26		
Status of the course	Obligatory	Percentage of application of e-learning	20			
COURSE DESCRIPTION						
Course objectives	This course aims to provide the knowledge and skills that are essential for an understanding of the complexity of the organisation of tourism and its structure, the role of the fundamental national and international institutions and interconnectedness of tourism with different industries and stakeholders.					
Course enrolment requirements and entry competencies 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)	<ol style="list-style-type: none"> <li>1. In-depth analysis of the organisation and development of the tourism system.</li> <li>2. Distinguish all key stakeholders in Croatia tourism system, their roles and operations.</li> <li>3. Analyse tasks, activities and importance of different stakeholders in contemporary organisation of tourism on the national and international scale.</li> <li>4. Compare different national approaches to the organisation of tourism.</li> <li>5. Identify and analyse the interconnectedness between tourism system and other industries and stakeholders within the national economy.</li> </ol>					
Course content broken down in detail by weekly class schedule (syllabus)	Introduction: Course objectives, requirements, grading and evaluation of student work.	1	Introduction to the model of student work in class throughout the semester.	2		
	Principles, elements, subjects and stakeholders of organization of tourism system. Historical development of the organisation of tourism - an overview.	3	The presentation of the student work and discussion.	2		
	The origin, development and contemporary state of the organisations of active/emitive and receptive tourism.	2	The presentation of the student work and discussion.	2		
	The characteristics of the contemporary organisation of tourism and tourism policies.	2	The presentation of the student work and discussion.	2		
	Institutionalization of the organisation of tourism.	2	The presentation of the student work and discussion.	2		
	Croatian tourism board role in national tourism system and development.	2	The presentation of the student work and discussion.	2		
	Governmental institutions involved in tourism development in Croatia. Normative regulations and control in hospitality and tourism in Croatia.	2	The presentation of the student work and discussion.	2		
	Firm and association level of tourism organization system.	2	The presentation of the student work and discussion.	2		

2021./2022.

19/10/21 – 2. Sj. FV

	The role and forms of hospitality firms and intermediaries in tourism.	2	The presentation of the student work and discussion.	2		
	Integration and globalization processes in contemporary tourism.	2	The presentation of the student work and discussion.	2		
	The role and development of sectors complementary to tourism.	2	The presentation of the student work and discussion.	2		
	International tourism-related organisations and their role in contemporary tourism.	2	The presentation of the student work and discussion.	2		
	Tourism system organization in selected countries – analysis and comparison	2	Final remarks, course wrap up and elaboration of student work suits.	2		
Format of instruction	x lectures x seminars and workshops x exercises <input type="checkbox"/> <i>on line</i> in entirety Xx partial e-learning <input type="checkbox"/> field work		x independent assignments x multimedia <input type="checkbox"/> laboratory x work with mentor <input type="checkbox"/> (other)			
Student responsibilities	1) 70% class attendance 2) Presented, submitted and positively graded assignment.					
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	2	Research		Practical training	
	Experimental work		Report		A critical review (Other)	
	Essay		Seminar essay	1	(Other)	
	Tests	2*	Oral exam	2*	(Other)	
	Written exam	2*	Project		(Other)	
Grading and evaluating student work in class and at the final exam	The overall grade is based on the individual score on following three components: <ol style="list-style-type: none"> <li>2 tests or exam (70 points)</li> <li>Student assignment (20 points)</li> <li>Active participation (10 points)</li> </ol> = $\sum$ 100 points <p>The evaluation table:  &lt; 60 = fail  60-69 = pass  70-79 = fair  80-89 = good  90-100 = excellent</p> Students have two tests during the semester (written or oral), each with 60% as a minimum passing score. In order to take the second test, a student must pass the first test. During the semester, students prepare, present and submit individual or group assignment. In-class activity via participation in discussions and on line assignments is registered throughout the semester. A student will receive a passing grade for the course if he or she passed both tests and achieved a total of at least 60 points from the three components that make up the final grade. The students that do not pass through tests take the exam (70 points), with a 60% passing score. The student will have a passing grade If the overall sum on all three grade components is 60 points and more.					

	A student that is not satisfied with overall grade (tests, or full exam) can take the final oral exam. The prerequisite is a notification message to professor through Moodle within 48 hours of written test/exam results. The course teacher beholds the right to invite the students to oral exam in case of justified reasons or extraordinary circumstances.		
Required literature (available in the library and via other media)	<b>Title</b>	<b>Number of copies in the library</b>	<b>Availability via other media</b>
	Authorised teaching materials		Moodle.efst.hr
	Relevant contemporary research papers		Moodle.efst.hr
	Laws and regulations in the area of tourism		Ministry of tourism www.mint.hr
Optional literature (at the time of submission of study programme proposal)	<p>Books:</p> <ol style="list-style-type: none"> <li>1. OECD (2016; 2018; 2020), OECD Tourism Trends and Policies, OECD Publishing</li> <li>2. Hitrec, T., Hendija, Z. (2008), Politika, organizacija i pravo u turizmu, Vern, Zagreb</li> <li>3. Geić, S. (2007), Organizacija i politika turizma, Sveučilište u Splitu, Split</li> </ol> <p>Articles:</p> <p>Relevant contemporary scientific articles from Tourism Management, Annals of Tourism Research, Journal of Destination Marketing &amp; Management, Current Issues in Tourism, Journal of Sustainable Tourism and other scientific journals recommended by the teacher</p> <p>Pivčević, S.; Petrić, L.; Mandić, A. Sustainability of Tourism Development in the Mediterranean—Interregional Similarities and Differences. Sustainability 2020, 12, 7641.</p> <p>Pivčević, S., Lesić, K.T. (2020), "Exploring Gastronomy and Event Interlinkages in DMOs' Strategic Activities – Two Croatian Destinations Perspective", Peštek, A., Kukanja, M. and Renko, S. (Ed.) Gastronomy for Tourism Development, Emerald Publishing Limited, pp. 133-154. <a href="https://doi.org/10.1108/978-1-78973-755-420201008">https://doi.org/10.1108/978-1-78973-755-420201008</a></p> <p>Kuliš Z., Šimundić B., Pivčević S. (2018) The Analysis of Tourism and Economic Growth Relationship in Central and Eastern European Countries. In: Karasavvoglou A., Goić S., Polychronidou P., Delias P. (eds) Economy, Finance and Business in Southeastern and Central Europe. Springer Proceedings in Business and Economics. Springer, Cham. <a href="https://doi.org/10.1007/978-3-319-70377-0_37">https://doi.org/10.1007/978-3-319-70377-0_37</a></p> <p>Other sources:</p> <p>Pivčević, S., Draganić, D., Najev Čačija, Lj, Mikulić, D., Petrić, L. (2017), Strateški marketing plan destinacije Split 2017-2022, TZ Split, dostupno na <a href="http://www.visitsplit.com/hr/3136/strateski-marketing-plan">www.visitsplit.com/hr/3136/strateski-marketing-plan</a> Events and news from HRTourism portal (<a href="http://www.hrturizam.hr">www.hrturizam.hr</a>) Documents and news from the Ministry of tourism web page (<a href="http://www.mint.hr">www.mint.hr</a>) Documents and data from web pages of international organizations relevant for tourism (UNWTO, OECD, ETC, WTTC, UNESCO, WEF, AIESTE and others). Documents and data from web pages of selected National Tourism Organizations</p>		
Quality assurance methods that ensure the acquisition of exit competences	<ol style="list-style-type: none"> <li>1. Monitoring student active participation and performance of student tasks (teacher)</li> <li>2. The control of the teaching process (vice dean for education)</li> <li>3. The analysis of the results of all courses (vice dean for education)</li> <li>4. Student survey on quality of teachers and course deliverables (the University of Split, Centre for quality management)</li> <li>5. The learning outcomes are tested throughout the exam and student individual work. 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).</li> </ol>		
Other (as the proposer)	Up to three lectures of the external experts or field trips/visits to institutions and hospitality		

wishes to add)

businesses may be organised.