

NAME OF THE COURSE		INTRODUCTION TO TOURISM					
Code	EUT101	Year of study	2				
Course teacher	Prof. LIDIJA PETRIĆ, Phd Prof. SMILJANA PIVČEVIĆ, PhD	Credits (ECTS)	6				
Associate teachers	Ena Jurić, mag oec. Zvonimir Kuliš, mag. oec.	Type of instruction (number of hours)	L	S	E	F	
			26		26		
Status of the course	Fundamental/obligatory	Percentage of application of e-learning					
COURSE DESCRIPTION							
Course objectives	Students will be able to integrate /connect many theoretical and empirical facts regarding tourism- related processes and principles of its functioning. Also, they will be able to compare development trends and processes, identify differences between different solutions offered by development and marketing policies, and 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 development in time and space; 2. Identify and analyse factors of tourism supply and demand 3. Distinguish and explain social, economic and environmental impacts of tourism in a destination; 4. Distinguish different methods of tourism impacts valuation 5. Distinguish and compare tourism policies' measures 6. Identify and present actual tourism development trends 						
Course content broken down in detail by weekly class schedule (syllabus)		Theme	hours	Theme	hours		
	1	History of tourism development	2	Conversation on the mode of work goals and tasks to be delivered	2		
	2	Definition of tourism and tourists and measurement methods	2	Presentation of students' papers and discussions	2		
	3	Statistical sources of tourism data	2	Presentation of students' papers and discussions	2		
	4	Tourist destination – concept and context	2	Presentation of student' papers and discussions	2		

	5	Tourist needs, motivations and demand	2	Task: Comparative analysis of demand in different countries Presentation of students' papers and discussions	2
	6.	Socio-economic impacts of tourism		Presentation of student' papers and discussions	
	7	Environmental impacts of tourism	2	Presentation of students' papers and discussions	2
	8	Tourism supply: attractions and traffic	2	Presentation of students' papers and discussions	2
	9	Tourism supply: accommodation; intermediaries	2	Presentation of student' papers and discussions	2
	10	Tourism policy and planning	2	Presentation of student papers and discussions	2
	11	Tourism in developing countries	2	Presentation of student papers and discussions	2
	12	Redefining the role of tourism in the global processes	2	Task; discussion on the effects of globalization and its implications for tourism based on the read text Presentation of students' papers and discussions	2
	13	Marketing in tourism	2	Presentation of students' papers and discussions	
	Format of instruction	<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input 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	Students are obliged to realize 70% of attendance at lectures and exercises, and to write a seminar / research paper on a given topic (as an individual or a teamwork) and present it with the use of PPT presentation. A student has the opportunity to do another research task, and to read and discuss additional materials on the recommendation of the teacher in order to achieve learning outcomes.				

Screening student work (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)	Class attendance	1 ECTS	Research		Practical training	
	Experimental work		Report		Reading material given by a teacher (Other)	0,80ECTS
	Individual task (Essay, case study, critical review)	0,80	Seminars/ essay	0,90ECTS	(Other)	
	Tests	2,5* ECTS	Oral exam		(Other)	
	Written exam	2,5 ,5* ECTS	Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>Students will have an opportunity to take two tests*. Second test can be taken only if first test has been successfully passed. Test is considered to be successfully done if the minimum of 60 % is accomplished.</p> <p>Students who successfully pass both tests and make all the tasks required can get their final grade. If they wish to get a higher grade, they have an opportunity to do the oral exam, but they have to let the teacher know about their intention not later than 24 hours after final results are presented on the intranet.</p> <p>Final grade is formed by summing up points which a student can earn through 3 components: by two semestral tests or via final test at the end of a semestral = 60 points; seminar =20 points (10 for the PPT contents and oral presentation and 10 for the written seminar), an essay and / or critical review = 10 points and student activity - 5 points.</p> <p>Grading scale is: <60 points – fail; 60-69 points= pass; 70-79 =fair; 80-89 = good; 90-100 = excellent In case a student scores the test or (mid-term tests) over 60 %, but the final score obtained with all the elements included doesn't pass 60 points (between 55 and 60) may be called for an additional oral examination.</p> <p>*Alternatively, except via two semestral tests, students can get their grade via final test at the end of the semester. If a student is not satisfied with the results (only in case of the positive grade) he/she can have an oral examination, but has to let the teacher know about his/her intention not later than 24 hours after results are presented.</p>					
Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media	
	Goeldner, C.R., Ritchie, J.R.B (2013). Tourism: principles, practices, philosophies , 9th edition, John Wiley & Sons, Inc., Hoboken, New Jersey,				available at: http://educatererindia.com/wp-content/uploads/2017/04/Tourism-Principles-Practices-Philosophies9th-ed..pdf	
	Authorized presentation and material on the Moodle platform				Moodle	

Optional literature (at the time of submission of study programme proposal)	<ul style="list-style-type: none"> - Clare Inkson and Lynn Minnaert (2018), <i>Tourism Management: An Introduction</i> Third Edition, SAGE - Maximiliano E. Korstanje, Babu George (2022), <i>The Nature and Future of Tourism</i> A Post-COVID-19 Context, Routledge - Anderson, W. & Westcott, M. (Eds.). (2021). <i>Introduction to tourism and hospitality in B.C</i> (2nd ed.). BC campus. https://opentextbc.ca/introtourism2e/ - OECD (2018), “Analysing Megatrends to Better Shape the Future of Tourism”, OECD Tourism Papers, No. 2018/02, OECD Publishing, Paris, https://doi.org/10.1787/d465eb68-en - UNWTO, (2018), <i>European Union Tourism Trends</i>, UNWTO Madrid. https://doi.org/10.18111/9789284419470. - Epler Wood, M. (2018), <i>Sustainable Tourism on a Finite Planet: Environmental, Business and Policy Solutions</i>, (1st Edition), Routledge - Bongkosh N. Rittichainuwat (2018). <i>Special Interest Tourism</i>, 3rd Edition, Cambridge Scholars Publishing, https://www.cambridgescholars.com/resources/pdfs/978-1-5275-1352-5-sample.pdf - World Tourism Organization (2021), <i>Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices</i>, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284422777 - World Tourism Organization (2021), <i>Big Data in Cultural Tourism – Building Sustainability and Enhancing Competitiveness</i>, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284422937 - World Tourism Organization (2021), <i>UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue 3: Women in tourism</i>, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284422616 - World Tourism Organization (2021), <i>UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue 2: Cultural Tourism</i>, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284422579. <p>Journals:</p> <p><i>Annals of Tourism Research</i>, Elsevier; https://www.journals.elsevier.com/annals-of-tourism-research</p> <p><i>Tourism Management</i>, Elsevier; https://www.journals.elsevier.com/tourism-management</p> <p><i>Sustainability</i>, MDPI, https://www.mdpi.com/journal/sustainability</p> <p><i>Turizam/Tourism</i>, Institut za turizam Zagreb; https://hrcaak.srce.hr/turizam</p>		
Quality assurance methods that ensure the acquisition of exit competences	<ol style="list-style-type: none"> 1. Keeping up the record on, active participation and deliverables (to be done by the teacher) 2. Monitoring of the teaching process (to be done by a vice dean) 3. The analysis of the studying success (to be done by a vice dean) 4. Student survey on quality of teachers and course deliverables (the University of Split, Centre for quality management) 		

	<p>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)</p>
Other (as the proposer wishes to add)	<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>