

FORM: Syllabus
Course description

General information		
Course Holder	Linda Martić Kuran, senior lecturer	
Course title	Theory and organization of tourism	
Study programme	Commercial Business with Entrepreneurship	
Course status	Elective course	
Year	2	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	6
	Number of classes (L+P+S)	30+20+10

1. COURSE DESCRIPTION		
1.1. Course objectives		
The basic objectives of the subject "Theory and organization of tourism" are to develop the ability to identify and define the elements that make tourism as a system and achieve as fully as possible the role of tourism in the economic system and its developmental advantages and disadvantages.		
1.2. Terms for enrollment		
Prescribed by the Statute of the Polytechnic Marko Marulić in Knin.		
1.3. Expected learning outcomes related to the course		
After passing the exam, it is expected that the student will be able to:		
<ol style="list-style-type: none"> 1. Interpret the contribution of tourism to the overall economy 2. Define and describe different specific forms of tourism 3. Criticize the importance of tourism to the global world economy and social relations 4. Summarize knowledge of motives, lifestyle, lifestyle habits and consumer behavior in tourism 5. Interpret market-based supply and demand trends motivated by new trends in tourism 		
1.4. Course content		
<ol style="list-style-type: none"> 1. Economic theory and economy of tourism 2. Define basic concepts of tourism 3. Consumer Behavior in Tourism 4. Historical tourism development 5. Main characteristics of the tourism market 6. Measurement of tourism demand 7. Forecasting tourism demand 		
1.5. Forms of class conducting	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> practice <input type="checkbox"/> e-learning <input checked="" type="checkbox"/> field learning	<input checked="" type="checkbox"/> independent work <input checked="" type="checkbox"/> multimedia and the network <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> mentor work <input type="checkbox"/> other
1.6. Comments		
1.7. Student obligations Regular attendance of lectures and practice, tasks, colloquiums, exam preparation, exams		
Students are obligatory to attend lectures and exercises at least 50% (for not mandatory students) or 70% (for mandatory students). Besides the attendance of classes, active participation in the teaching also presupposes the group tasks		

presentations, participation in practical exercises and discussions, and the preparation of homework assignments.							
1.8. Student evaluation method ¹							
Attendance		Class activity	1,2	Seminar paper	1,2	Experimental work	
Written exam	1,8	Oral exam		Essay		Research	
Project				Report		Practical work	
Portfolio			1,8				
1.9. Evaluation of the students' work during classes and in the final exam							
<p>The student is required to pass two knowledge tests (colloquia) from the content of lectures and exercises. The condition for joining the second colloquium is the positively assessed first colloquium. Each colloquy needs to answer exactly 50% of the questions. (1) 0 - 49%, sufficient (2) 50 - 62%, good (3) 63 - 75%, very good (4) 76 - 88% , excellent (5) 89 - 100%. Total achieved points in two quarters are recognized as points achieved on the final written exam. Students who successfully solve both classes through teaching activities, submit a project work (group or individual, if desired) and present oral work, the exam is deemed to be passed and a grade will be offered in the course. If a student does not meet the qualifications, he or she is required to take the final exam in writing. If a student achieved a total score between two positive grades (eg between 2 and 3), attending classes 80% and above and participating in teaching activities, the higher grade will be concluded. Students attending classes less than 80% for higher grades may be eligible if they wish. Students who want a higher overall rating need to re-enter the final exam in writing</p>							
1.10. Compulsory reading (at the time of application of the study program proposal)							
<p>Čavlek, N., Bartoluci, M., Prebežac, D., Kesar, O. i suradnici (2011): Turizam: Ekonomske osnove i organizacijski sustav, Školska knjiga, Zagreb Lectures and seminars to be developed during the semester.</p>							
1.11. Additional reading (at the time of application of the study program proposal)							
<p>Bjelica, A. (2005). Održivi razvoj turizma. <u>Fakultet za turistički i hotelski menadžment</u>, Opatija. Održivi turizam u deset koraka (2006). Institut za turizam, Zagreb. Dulčić, A. (2005). TURISTIČKE AGENCIJE - Poslovanje i menadžment. Ekokon, Split. Mueller, H. (2004). Turizam i ekologija - Povezanost i područja djelovanja, Masmedia, Zagreb. Bilen, M. (2011). TURIZAM I OKOLIŠ - Ekonomsko-geografski pristup izučavanju problematike, Mikrorad, Zagreb. Demonja, D. i Ružić, P. (2011). Ruralni turizam u Hrvatskoj, s hrvatskim primjerima dobre prakse i europskim iskustvima. Meridijani, Samobor. Blažević, B. (2007): Turizam u gospodarskom sustavu, Sveučilište u Rijeci, Fakultet za turistički i hotelski menadžment, Opatija Pirjevec, B. (2008): Turizam –jučer, danas, Veleučilište u Karlovcu, Karlovac.</p>							
1.12. Number of copies of the compulsory reading units compared to the number of students currently attending the course							
Title		Number of copies		Number of students			
Bjelica, A. (2005). Održivi razvoj turizma. <u>Fakultet za turistički i hotelski menadžment</u> , Opatija.				Library	25		
Održivi turizam u deset koraka (2006). Institut za turizam, Zagreb.				Library	25		
Dulčić, A. (2005). TURISTIČKE AGENCIJE - Poslovanje i menadžment. Ekokon, Split.				Library	25		
Mueller, H. (2004). Turizam i ekologija - Povezanost i područja djelovanja, Masmedia, Zagreb.				Library	25		
Bilen, M. (2011). TURIZAM I OKOLIŠ - Ekonomsko-geografski pristup izučavanju problematike, Mikrorad, Zagreb.				Library	25		
Demonja, D. i Ružić, P. (2011). Ruralni turizam u Hrvatskoj, s hrvatskim primjerima dobre prakse i europskim iskustvima. Meridijani, Samobor.				Library	25		
Blažević, B. (2007): Turizam u gospodarskom sustavu, Sveučilište u Rijeci, Fakultet za turistički i hotelski menadžment, Opatija				Library	25		
Pirjevec, B. (2008): Turizam –jučer, danas, Veleučilište u Karlovcu, Karlovac.				Library	25		

¹IMPORTANT: Each Student Evaluation Method should be followed by a corresponding share in the ECTS credits for each activity so that the total number of ECTS points corresponds to the credit score of the subject. You can use blank fields for additional activities.

Čavlek, N., Bartoluci, M., Prebežac, D., Kesar, O. i suradnici (2011): Turizam: Ekonomske osnove i organizacijski sustav, Školska knjiga, Zagreb.	Teacher	25
Bjelica, A. (2005). Održivi razvoj turizma. <u>Fakultet za turistički i hotelski menadžment</u> , Opatija.	Library	25
Održivi turizam u deset koraka (2006). Institut za turizam, Zagreb.	Library	25
Dulčić, A. (2005). TURISTIČKE AGENCIJE - Poslovanje i menadžment. Ekokon, Split.	Library	25
1.13. Quality assurance methods that ensure the acquisition of knowledge, skills and competencies		
Continued monitoring of students' progress during lectures and exercises. During the course, students are introduced to potential issues related to subject matter, and their creativity and independent work are encouraged. Continuing the implementation of the exam or exam examines the success of the students. At the end of the semester, the evaluation of the teachers and the course by students (student surveys) is carried out. Teacher feedback is used to improve the quality of teaching. Information on the learning outcomes achieved is used to draw self-evaluation of the teacher and, if necessary, to modify and / or amend the study program of subjects, methods of work and assessment of students.		