Course unit code	BE209					
Course unit title	**Introduction to Tourism**					
GENERAL INFORMATION						
Study programme	Undergraduate university course of Business Economics				Year	2nd
Director of the course and assistant	Jasmina Gržinić, Ph.D., full prof.					
Course status	X	Mandatory		Elective		

Credits allocated and type of lectures		
	Winter semester	Summer semester
ECTS students workload	**6**	
Number of hours per semester	**30 L – 0 E – 30 S**	

Course objectives, teaching and learning methods and learning outcomes

To acquire competencies needed for comprehension of main tourism concepts, with the aim of discovering, explaining and predicting the functioning of tourism and the tourism market at national, regional and international levels of monitoring.

Course objectives:

1. Define main tourism concepts
2. Clarify historical development of tourism
3. Acquaint with and analyse indicators of the scope of tourist flow dynamics and structure
4. Explain organisational structure of tourism and define the significance of tourism policy and planning in tourism
5. Explain theoretical and methodological bases of tourism development

Requirements, correspondence and correlativity

Additional clarifications (grading criteria):

Attendance and active participation in classes: Students are obliged to attend 70% of classes. Otherwise some other activity will be given.

Students who demonstrate active participation through discussions, organised examples of practice and workshops, are entitled to gain a further 5% of the performance credit.

Seminar paper: is set by a subject professor, who monitors its progress to the completion. This written paper is prepared in accordance with the instructions, presented to students at the first seminar class. In the event that some substantial content or methodological omissions should occur, seminar papers are returned to students for amendments in keeping with the further given instructions.

Students who pass both colloquia, bring the final versions of their seminar papers (previously approved), for the record of grade.

The Seminar papers are graded as follows:

0% = Students have not prepared their Seminar paper

5% = Students have not prepared their Seminar paper, but attend consultations with proposals for outlines of research and methodology of preparation

10% = Students have prepared their Seminar paper (poor quality)

15% = Students have prepared their Seminar paper (average quality)

20% = Students have prepared their Seminar paper (high quality)

The Seminar paper (final electronic version) is sent to the subject professor by 20th January. The deadline for handing in of the printed version of the paper is 31st January (consultations).

Colloquia are graded as follows (but also to a greater detail, according to the proportional percentage): the example below refers to a colloquium weighing 25% of the total grade; two passed colloquia give 50% of the grade, which is equivalent to the final written examination.

less than 50% of correct answers = 0% of the grade

between 51% and 60% = 5% of the grade

between 61% and 70% = 10% of the grade
between 71% and 80% = 15% of the grade
between 81% and 90% = 20% of the grade
between 91% and 100% = 25% of the grade

Students who achieve 50% and over in colloquia are not required to take the final written examination. However, they may sit the said examination if not satisfied with their own achievement, i.e. grade percentage. Students who do not pass the first colloquium can take the second colloquium, i.e. by getting a pass grade, they can increase their total assessment.

Oral presentations – are prepared in relation to problem areas of seminar papers which are assigned to students.

0% - 9.99% = Students have presented the seminar paper (lower quality)

10% - 20% = Students have presented the seminar paper (higher quality)

Students are obliged to present their **seminar paper problem areas** in a PPT form. This part of the activity includes the preparation of the set topic and the presenter's ability to communicate it to the auditorium (the quality of the topic processing, consultations with subject professor, outlines of the presentation, as well as the presentation itself, prompting others to take part in discussions). The majority of the presentation should refer to practical examples (case studies), which are related to the research problem areas.

The paper is sent for examination to the subject professor one week before the presentation is due. In the event of more serious irregularities, the prepared PPT is sent for further work and finalisation according to instructions.

Final examination: All students who did not pass both colloquia can take the written examination, which weighs 50% of the total grade. The examination is assessed according to the proportional percentage (UNIPU Code of Evaluation).

Activities being realised in the course of the semester (during current academic year) will be acknowledgeable until the expiry of the following academic year, at the latest.

The course final grade is derived on the grounds of the total of realised assessment of

students' overall involvement in the course, the records of which are kept by subject tutors in the form of a table.

Course content (list of topics)

1. Nature and characteristics of tourism;
   (introduction, the problem of defining tourism, traveller, visitor, tourist, hiker)
2. History of tourism development;
   (four phases of tourism development, Europe, world's leading tourism region)
3. Tourism market;
   (demand – supply – mediators – tourism globalisation)
4. Factors of impacts on tourist flow and demand;
   (domestic and international tourist flow)
5. Tourism destination;
   (characteristics of a tourism destination, attraction – flow – reception)
6. Economic impacts of tourism;
7. Social and cultural aspects of tourism;
8. Tourism and the environment;
9. Tourism policy, planning and development;
10. The role of the state in development of tourism;
11. Tourism according to world regions;

Future tourism development.

Modes of instruction and acquiring knowledge (mark in **bold)**

Lectures	**Seminars and workshops**	Exercises	**Individual tasks**	**Multimedia and internet**
Distance learning	**Counseling**	Laboratory	Tutorial	Fieldwork

Student requirements

In order to pass the course, students must:

1. *Attend classes*.
2. *Write a complete seminar paper.* The paper topic is assigned by the subject professor. The final paper must be previously approved (hypotheses, research outline), which includes attending consultations. The seminar paper is the condition for taking the final examination.
3. *Prepare the class topic* (PPT) as a part of the independent course assignment, which is presented to other students. The research includes examples of the tourist practice (case study), in agreement with the subject professor and in relation to the research topic from the seminar paper.

Pass both colloquia or pass the final examination (colloquium I in mid-December and colloquium II at the end of January).

Assessment and evaluation of students (mark in **bold)**

Attendance	**Class participation**	**Seminar paper**	Experimental work
Written exam	Oral exam	Essay	**Research**
Project	Continuous assessment	Report	Practical work

Assessment breakdown within the *European credit transfer system*

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Attendance (and regular active participation in class) L, S	1 - 5	45	1.6	5%
Activities (additional, through examples of practice, discussions, workshops)	1 - 5	20	0.7	5%
Written paper (seminar paper)	1 - 5	30	1.1	20%
Oral presentations	1 - 5	15	0.5	20%
COLLOQUIUM I and II or written examination	1 - 5	58	2.1	50% (25+25) 50%
Total		168	6	100

Bibliography

Mandatory bibliography

1. Holloway, J.C., Humphreys, C., Davidson, R. (2009), *The business of Tourism*, Eighth edition, Prentice Hall.

PPT learning materials (e-learning)

Additional bibliography

1. *Cultural tourism and destination impacts*, Scientific monograph, Gržinić, J. Vodeb, K. (eds) Juraj Dobrila University of Pula.
2. Tribe, J. (2001). *The Economics of Leisure and Tourism*. 3rd Ed. Oxford: Butterwarth/Heinemann, Boston.
3. Shaw, G. & A. Williams, (2004), *Tourism and tourism spaces*, London, Sage.
4. Gržinić, J., Floričić, T. (2013), *Implementation of innovations in hotel offer promotion: case study of "Istria as tourist destination*", 8th International Forum on Knowledge Asset Dynamics Smart Growth : Organizations, Cities, Communities, Schiuma, G., Spender, J.C., Pulić, Ante (ed.), Zagreb: Institute of Knowledge Asset Management (IKAM), University of Basilicata, University of Zagreb, Arts for Business Institute.
5. Gržinić, J., Saftić, D. (2011), "*Connection between satisfaction of tourists with choice of selective forms of tourism and chosen indicators*", Toward Global Governance, Scientific monograph, Božina, L., Gonan Božac, M., Krtalić, S. (ed.), Pula: Juraj Dobrila University, Postgraduate Doctoral Program, ISBN 978-953-7498-46-7, p. 555-573.

Additional information on the course

Croatian ministry of Tourism: http://www.mint.hr
Institute for Tourism: www.iztzg.hr
UNWTO: www.unwto.org
European Tourism Statistics: http://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_statistics