Detailed course unit executive plan and programme						
Course unit code						
Course unit title	**Special Interest Tourism - Selective tourism**					
GENERAL INFORMATION						
Study programme	**Graduate university study Business Economics, field of study Tourism and Development**				Year	1
Director of the course and assistant	Doc.dr.sc. Aljoša Vitasović					
Course status[1]	X	Mandatory		Elective		

Credits allocated and type of lectures		
	Winter semester	Summer semester
ECTS students workload		6
Number of hours per semester		60

Course objectives, teaching and learning methods and learning outcomes

The aim of the course is to identify and theoretically explain the characteristics of the selective and alternative tourism in modern strategies of tourism development. Insufficiently developed or undeveloped, sustainable, authentic and qualitatively different forms of modern tourism are the reflection of the changeable roles of tourists and visitors, including the level and intensity of the realised experience.

Learning outcomes

1. Evaluate the importance of interdisciplinarity and multidisciplinarity of tourism in the formation of a competitive tourist product and positioning of the tourist destination, as well as understand selectiveness.
2. Analyse and construct programmes of development of the public tourist infrastructure and preservation of the resource basis in the destination.
3. Analyse and measure the impact of tourism economic and social functions.
4. Recognise and analyse global tourist trends and positions in international tourism.

Requirements, correspondence and correlativity

There are no conditions of enrolment in this course and it is correlated with all other related courses.

Course content (list of topics)

1. Relationship between mass and selective (sustainable) tourism. Selective types of tourism.
2. Samples, needs and possibilities of creation and development of selective tourism and selective forms of tourism.
3. Tourist motivations and tourist needs.
4. Alternative tourism or alternatives to tourism.
5. Advantages of selective tourism: socio-cultural, spatio-ecological, economic and generally social.
6. Urban tourism: the concept of urban tourism, theoretical approaches and analysis of urban tourism trends.
7. Rural tourism and agritourism: characteristics and differences.
8. Developmental tendencies: Croatian Tourism Development Strategy until the year 2020.

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

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

[1] Mark with „X“

Assessment breakdown within the *European credit transfer system*

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Essay	42	1-4	1,5	20%
Activities (workshop)	56	1-4	2	20%
Seminar and presentation	56	1-4	2	26%
Examination	56	1-4	2	34%
total	210		7,5	100%

Bibliography

Mandatory bibliography

Jennings, G., Polovitz Nickerson, N. (2005). Quality Tourism Experiences. Oxford: Elsevier.
Krbec, D. i sur. (2014). Sustainable Tourism. Pula: Sveučilište Jurja Dobrile u Puli, Fakultet ekonomije i turizma "Dr. Mijo Mirković"

Additional bibliography

Jadrešić, V. (2010). Janusovo lice turizma: od masovnog do selektivno-održivog turizma. Zagreb: Plejada.
Jadrešić, V. (1998). Europski i hrvatski turizam – od masovnog prema selektivnom ili održivom turizmu, u: Tranzicijki procesi u hrvatskom turizmu. Opatija: Hotelijerski fakultet.
Apostopoulos, Y.-Leivadi, S.- Yiannakis, A. (2002). The Sociology of Tourism. Theoretical and Empirical Investigations. London: Routledge.
Page, S. (1995). Urban Tourism. London: Routledge.
Pančić Kombol, T. (2000). Selektivni turizam. Uvod u menedžment prirodnih i kulturnih resursa. Matulji: TMCP Sagena.
Elective:
Prebežac, D. (ur.)(2007). Leksikon hrvatskog turizma. Zagreb: Masmedia
Jadrešić, V. (1998). Europski i hrvatski turizam – od masovnog prema selektivnom ili održivom turizmu, u: Tranzicijski procesi u hrvatskom turizmu. Opatija: Hotelijerski fakultet.
Wall, G.; Nuryanti, W. (eds.) (1996). Heritage and Tourism (Special Issue). Annals of Tourism Research, 23(1996)4.

Additional information on the course