Detailed course unit executive plan and programme						
Course unit code						
Course unit title	Experience economy					
GENERAL INFORMATION						
Study programme	**Undergraduate university course in Business Economics, field of study Tourism**				Year	3
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		30

Course objectives, teaching and learning methods and learning outcomes

The aim of the course is to gain knowledge about inter- and multidisciplinary approaches to interpretation of the process of creation of a tourist experience. Defining of experience as a multidimensional variable, as well as of the process of experience creation and management in/outside the tourist destination facilitates development of a methodological framework for systematic monitoring of direct and indirect impacts of modern tourism. Determining of needs, possibilities and advantages of relationships and phenomena brought about by emergence of tourism. Students acquire their skills independently.
Learning outcomes
1. Recognise, understand and explain the perspectives of experience in tourism;
2. Differentiate and understand interpretation of phenomena and processes in modern tourism;
3. Independently interpret impacts of social phenomena and processes related to tourism, as well as relationships of tourist trends on the quality of life, as well as predispositions for further professional and scientific training.
4. Analyse and understand the concept of creation of experiences in the tourism flow

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)

- New orientations in tourism: theoretical approaches and applied research. Modern tourism multidisciplinarity and interdisciplinarity.
- Modern tourism and tourist experiences. Modern comprehension of tourist experiences. Tourist experiences and authenticity. Tourist experiences and sustainability.
- Social determination of the term, manifestations. Social construction of tourist experience.
- Tourist destination: interpretation of the meaning and the location. Experience within the context of travel. Experience within the context of destination (tourist visits).
- Tourism and development: social and economic indicators. Tourism and the quality of life. Quality of tourist experience.
- Applied research. Review of research and examples.

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

[1] Mark with „X“

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
Independent assignment	34	1-4	1	10%
Seminar and presentation	22	1-4	2	40%
Examination	33	1-4	3	50%

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.
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Jokić, B. (1994). Turizam u sociokulturološkoj perspektivi. Zagreb: Mikrorad.
Hall, C. M. (2005). Tourism. Rethinking the Social Science of Mobility. Pearson & Prentice Hall.
Vukonić, B. (2010). Turizam, budućnost mnogih iluzija. Zagreb: Plejada.
Apostopoulos, Y.-Leivadi, S.- Yiannakis, A. (2002). The Sociology of Tourism. Theoretical and Empirical Investigations. London: Routledge.

Additional information on the course