

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			Year1
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 multidisciplinary 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: Tranzicijski 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 menadžment 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