



Course Syllabus			
Course Code and Title	(201510) (KIT3) Special interest Tourism		
Name(s) of Lecturer(s) (with website link)	Nataša Urošević (https://fet.unipu.hr/fet/natasa.urosevic)		
Study programme	Interdisciplinary Study Programme of Culture and Tourism		
Course status	Mandatory Elective	Study level	Professional Undergraduate Graduate Integrated Postgraduate (delete the excessive)
Semester	Summer Winter	Study year	2 nd
Classroom location	FET building	Teaching language(s)	Croatian/English
ECTS credits	4	Number of hours per semester	30– 15 – 0 (lectures – seminars - tutorials)
Prerequisites	There are no prerequisites for enrolling in the course.		
Correlativity	The course correlates with other courses and is harmonized with the entire study program Culture and Tourism.		
Objective of the course	The aim of the course is, based on an understanding of the history and contemporary context of the development of special interest tourism as a sustainable alternative to the prevailing mass tourism, to adopt the competencies and apply the acquired knowledge necessary for the development of competitive special interest tourism products based on unique local natural and cultural resources.		
Learning outcomes	1. Understand and correctly interpret global tourism trends and the needs of contemporary tourists as a context for the development of special interest tourism. 2. Understand and apply the concept of sustainability and special interests in the creation of a competitive tourist product 3. Interpret and apply relevant interdisciplinary knowledge in the creation of added value of a sustainable tourist and cultural product for the domicile community. 4. To propose a desirable model for the development of special interest tourism that will optimally and sustainably valorize unique local natural and cultural resources 5. Properly implement the recommendations of European and world organizations through the development of innovative special interest tourism products.		
Course content (syllabus)	1. Global tourism trends as a context for the development of special interest tourism		

	2. History of tourism development, factors, motives and prerequisites for the development of special interest tourism. Motives and needs and profiles of contemporary tourists 3. Sustainable management of natural and cultural resources in tourism 4. The relationship between mass and sustainable special interest tourism 5. Forms of special interest tourism. Summer holiday tourism as a prevailing model and sustainable alternatives - socio-cultural, spatial-ecological, economic and general social advantages 6. Health and wellness tourism 7. Sports and nautical tourism 8. Cultural and creative tourism, archaeological tourism 9. Urban tourism 10. Congress tourism and event tourism 11. Eco-tourism 12. Camping tourism 13. Rural and agritourism 14. Planning the development of special interest tourism at the level of organization and destination 15. Policies and initiatives of the EU and international organizations (UNWTO) related to tourism of special interests					
Course activities, teaching and learning methods and assessment criteria (alternative modes should be listed in course requirements)	Student responsibilities (delete the excessive)	Learning outcomes	Hours	ECTS credits	Grade ratio (%)	
	Attendance of L, S (lab), T	1-4	15	0,5	10%	
	Fieldwork	1-4	15	0,5	10%	
	Individual and group tasks (written projects, research, seminars, essays, presentations)	1-4	30	1	30%	
	Mid-term/Oral and written exam	1-4	60	2	50%	
	Total	1-4	120	4	100%	
	Additional information (assessment criteria): Attendance and activity in classes: the student is obliged to attend at least 70% of the teaching hours, attendance at more than 70% of the teaching hours cuts the right to achieve 10% success. The student is obliged to write a seminar paper during the semester. The same implies a presentation, participation in the discussion as well as handing over the seminar paper to the subject teacher. The seminar paper is submitted for review to the subject teacher during the semester (word document), and the PPT presentation no later than three days before the presentation date. Students are obliged to submit the final paper no later than on the day of the written exam. Students are obliged to research the current literature related to the issue on their own and make it available to the teachers. Instructions on the preparation of the seminar paper are given in the first lesson/seminar hour as part of the PPT presentation on the course activities. A passed written exam is considered a test in which the student obtained at least 50% of the total number of points. The final grade for the course is derived from the overall percentage of success on the final exam, from the seminar/independent assignment, and attendance and activities in class.					

Course requirements	For successful completion of the course, student must: 1. Attend classes and actively participate in lectures i seminars. 30% absences are tolerated. 2. Present the project task, write the seminar and it within the established deadline 3. Pass the written exam In order to take the final written exam, it is necessary to fulfill all obligations at the agreed time.	
Mid-term and final exam term	They are published at the beginning of the academic year on the website and in ISVU.	
Additional information on the course	Materials for lectures and seminars are published on e-learning.	
Bibliography	Mandatory: Agarwal, S. et al. (2018). <i>Special Interest Tourism: Concepts, context and cases</i>. CABI. Douglas N. et al. (2002). <i>Special Interest Tourism</i>. New York: Wiley. Jelinčić, D.A. (2009). <i>ABC of Cultural Tourism</i>. Zagreb: Meandarmedia. Urošević, Nataša, Afrić Rakitovac, Kristina (ur.) (2017). <i>Models of Valorisation of Cultural Heritage in Sustainable Tourism</i>, Pula: Juraj Dobrila University of Pula. Weiler, B., Hall, C.M. (1992). <i>Special Interest Tourism</i>. New York: Hallsted Press. Optional: McKercher, B., Hilary du Cros, H. (2009): <i>Cultural Tourism. The Partnership Between Tourism and Cultural Heritage Management</i>, New York, London: Routledge. Mihelić, Sanjin (ed.) (2009): <i>Archaeology and Tourism in Croatia</i>. Zagreb: Archaeological Museum Zagreb Moutinho, L. (2005): <i>Strategic management in Tourism</i>. Zagreb: Masmedia. Richards, G. (ed.) (2007), <i>Cultural Tourism, Global and Local Perspectives</i>, New York, London, Oxford: THHP Urošević, Nataša (2021.): <i>Brijuni as a model of sustainable development of cultural, health and ecotourism</i>. Pula: Juraj Dobrila University of Pula. Carić, Hrvoje (ed.) (2006): <i>Održivi turizam u deset koraka, Planiranje održivog turizma zasnovanog na baštini i prirodnom nasljeđu, Priručnik za upravljanje turističkim regijama, destinacijama i proizvodima</i>, Zagreb: Institut za turizam. Čorak, S., Mikačić, V. (ur.) (2006.). <i>Hrvatski turizam: plavo, bijelo, zeleno</i>. Zagreb. Institut za turizam. Čavlek, Bartoluci, Prebežac, Kesar et al. (2011). <i>Turizam, ekonomske osnove i organizacijski sustav</i>. Zagreb: Školska knjiga. Dadić, Maja (2014). <i>Istraživanje kulturnog turizma: konteksti, metode, koncepti</i>. Split. Geić, S. (2011). <i>Menadžment selektivnih oblika turizma</i>. Split. Jafari. J. (ur.) (2003.) <i>Encyclopedia of Tourism</i>. London, New York: Routledge.	

	Institut za turizam (2018). <i>TOMAS 2017: stavovi i potrošnja turista u Hrvatskoj</i>. Zagreb: Institut za turizam. Jadrešić, V. (2010): <i>Janusovo lice turizma: od masovnog do selektivno – održivog turizma</i>. Zagreb: Plejada. Klarić, V. (2011.) <i>Muzeji i turizam. Djelovanje muzeja kao dionika kulturnog turizma. Priručnik</i>. Zagreb: Muzej suvremene umjetnosti. Kušen, E. (2002): <i>Turistička atrakcijska osnova</i>. Zagreb: Institut za turizam. Marušić, M.; Prebežac, D.: <i>Istraživanje turističkih tržišta</i>, Adeco, Zagreb, 2004. Pančić Kombol, T. (2000). <i>Selektivni turizam. Uvod u menadžment prirodnih i kulturnih resursa</i>. Matulji: TMCP Sagena. Petrić, Lidija (2011): <i>Upravljanje turističkom destinacijom. Načela I praksa</i>. Split. Rabotić, Branislav (2013): <i>Selektivni oblici turizma</i>. Beograd. Richards. G., Palmer. R. (2010): <i>Eventful Cities. Cultural management and urban revitalization</i>. Oxford: Butterworth-Heinemann. Timothy, D. J. & Boyd, S. W. (2003). <i>Heritage Tourism</i>, Prentice Hall, Harlow: Pearson Education. Tomljenović, R., Marušić, Z., Weber, S., Hendija Z., Boranić,(2003), <i>Strategija razvoja kulturnog turizma – Od turizma i kulture do kulturnog turizma</i>, Institut za turizam, Zagreb. Vukonić, B. (1987) <i>Turizam I razvoj</i>. Zagreb: Školska knjiga. Internet sources: Publications and journals of the Institute for Tourism www.iztztg.hr Ministry of Tourism of the Republic of Croatia: http://www.mint.hr Croatian Tourism Board http://www.htz.hr www.unwto.org , www.unesco.org.	
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