Juraj Dobrila University of Pula

Zagrebačka 30
52100 Pula
Croatia

			Course Syllabus	
Course Code and Title	(215158) (BE400) Tourism entertainment, thematic and fun parks			
Name(s) of Lecturer(s) (with website link)	associate prof.dr.sc. Iva Slivar			
Study programme	Tourism and Development			
Course status	Elective	Study level	Graduate	
Semester	Winter	Study year	2nd	
Classroom location		Teaching language(s)	Croatian	
ECTS credits	6	Number of hours per semester	L – S (lectures – seminars)	
Prerequisites	Marketing or Marketing in tourism			
Correlativity	Marketing, Customer behavior, Management of market communications, Marketing in tourism, Tourist destination			
Objective of the course	To adopt the basic terms and features of tourist entertainment. Emphasize the importance of entertainment as a motive for arrival and as a factor influencing satisfaction with a stay in a tourist destination. Adopt basic concepts of tourist behavior, analyze and explain the stages of adoption buying decisions of tourists, think critically about various case studies and shape the entertainment offer of the entity in tourism in accordance with the needs of the target segments of guests.			
Learning outcomes	1. Get to know different theoretical concepts related to entertainment, animators and leisure activities of tourists 2. identify different theoretical concepts and behavioral trends tourists and develop knowledge that is considered useful for understanding the buying behavior of tourists, especially related to leisure time 3. identify the key steps of entertainment implementation program in practice 4. analyze the factors influencing the entertainment program 5. interpret the practical application of acquired theoretical knowledge and while respecting the multidisciplinarity of tourism, create a new entertainment program in compliance with management standards quality.			
Course content (syllabus)	1. Theories of needs in tourism and tourist motivation 2. Space as a prerequisite for meeting tourist needs 3. Trends in the tourist market: tourist demand and supply 4. The process of making a decision on the purchase of tourists 5. Concept, tasks and goals of tourist entertainment. 6. History of tourist entertainment. 7. Hobby, game and free time 8. Communication in tourist entertainment			

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<table>
<tr><td></td><td colspan="5">9. Tourist animators and their characteristics
10. Tourism entertainment program
11. Selected case studies of tourism entertainment
12. Guest lecture / field teaching
13. Theme and amusement parks
14. Theme and amusement parks
15. Trends in tourism entertainment</td><td></td></tr>
<tr><td rowspan="6">Course activities, teaching and learning methods and assessment criteria (alternative modes should be listed in course requirements)</td><td>Student responsibilities (delete the excessive)</td><td>Learning outcomes</td><td>Hours</td><td>ECTS credits</td><td>Grade ratio (%)</td><td></td></tr>
<tr><td>Attendance of L, S (lab), T</td><td>1.-5.</td><td>45</td><td>1,6</td><td>15%</td><td></td></tr>
<tr><td>Written projects (seminars, essays, presentations...)</td><td>1.-5.</td><td>39</td><td>1,4</td><td>45%</td><td></td></tr>
<tr><td>Exam (written)</td><td>1.-3.</td><td>84</td><td>3,0</td><td>40%</td><td></td></tr>
<tr><td>Total</td><td></td><td>168</td><td>6,0</td><td>100%</td><td></td></tr>
<tr><td colspan="5">Attendance and activity in classes: the student is obliged to attend at least 50% of ad hoc tasks (team or independent).
In case of serious deficiencies, the seminar will be returned to the student at
correction according to the given instructions.
Continuous knowledge check during classes:
- through activity in class (assignments)
- mentoring of works
- oral presentation.
The final grade is calculated by adding up the percentages achieved the following elements: attendance at classes and regular activity at classes, preparation of seminar work, presentations and oral presentation and
final exam.
Obligations made in the current academic year are recognized no later than at the end of the next academic year.</td><td></td></tr>
<tr><td>Course requirements</td><td colspan="5">For successful completion of the course, student must:
achieve a minimum of 50% of the grade.</td><td></td></tr>
<tr><td>Mid-term and final exam term</td><td colspan="5">They are published at the beginning of the academic year on the website FET – and in ISVU.</td><td></td></tr>
<tr><td>Additional information on the course</td><td colspan="5">-</td><td></td></tr>
<tr><td>Bibliography</td><td colspan="5">Mandatory:
1. Cerović, Z., „Animacija u turizmu“, Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, Opatija 2008.
2. Slivar, I. ,Alerić, D. i Stankov, U. (ur.): Kupovno ponašanje turista, Sveučilište J. Dobrile, Pula, 2016.
3. Tanja Kesić: Ponašanje potrošača, Opinio, Zagreb 2006.
4. Tea Golja i Iva Slivar: „Europsko turističko tržište i trendovi razvoja“, Sveučilište J. Dobrile u Puli, 2016.

Optional:</td><td></td></tr>
</table>

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	5. Pearce, P. L., 2011, Tourist Behaviour and the Contemporary World (Aspects of Tourism), Channel View Publications. 6. Bowen, D., Clarke, J., 2009, Contemporary Tourist Behaviour: Yourself and Others as Tourists (CABI Tourism Texts), CABI. 7. Bartolucci M., „Ekonomika i menadžment sporta“, Informator Zagreb, Zagreb 2004. 8. Lyn Van Der Wagen & Brenda R. Carlos, „Event management“, Mate Zagreb, Zagreb 2008. 9. John Swarbrooke, Susan Horner: Consumer Behaviour in Tourism, Routledge; 2006 10. Alastair Williams: Understanding the Hospitality Consumer, Routledge, 2003. 11. Vinnie Jauhari: Hospitality Marketing and Consumer Behavior: Creating Memorable Experiences, Apple Academic Press 2016. 12. Metin Kozak, Alain Decrop: Handbook of Tourist Behavior: Theory & Practice, Routledge, 2012. 13. Michael R. Solomon: Consumer Behavior, Prentice Hall 2012. 14. Roger D Blackwell, Paul W. Miniard, James F. Engel: Consumer Behavior, South-Western College Pub, 2005. 15. Jagdish N. Seth, Banwari Mittal: Customer Behavior: A Managerial Perspective, South-Western College Pub, 2003. 16. Boris Petz: Uvod u psihologiju – Psihologija za nepsihologe (odabrana poglavlja), naklada Slap 2010. 17. HTZ Glasnik (pregled stanja na emitivnim tržištima godine)	

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