

Detailed course unit executive plan and programme					
Course unit code					
Course unit title	Traffic and visit management in tourism				
GENERAL INFORMATION					
Study programme	Tpurism 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					
To acquire competences for understanding traffic policy and to disclose the interdependence of tourism and traffic as a tourist consumer product. with the aim of discovering, explaining and predicting the functioning of destinations and in the function of tourism development of destination					
Requirements, correspondence and correlativity					
correlated with all subjects of business economics					
Course content (list of topics)					
1. Traffic, Traffic Forms 2. Traffic Policy 3. Tourism and Tourism 4. The tourist traffic market 5. Travel as part of a tourist product 6. Security and Traffic in Tourism 7. Ecology and traffic in tourism 8. Road traffic 9. Railway traffic 10. Air traffic 11. Traffic in a tourist destination 12. Traffic management in a tourist destination.					
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	
Assessment breakdown within the <i>European credit transfer system</i>					

¹ Mark with „X“

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Report	45	1-5	5	1,6
Seminar paper	20	1-5	5	0,7
Research	30	1-5	20	1,1
Essay	15	1-5	20	0,5
Project	58	1-5	50	2,1

Bibliography

Mandatory bibliography

Mrnjavec, E. (2006), "Promet u turizmu", Sveučilište u Rijeci, Rijeka

Additional bibliography

1. Gržinić, J. (2018), Turizam i razvoj; rasprava o globalnim izazovima, znanstveni priručnik, Sveučilište Jurja Dobrile u Puli, Fakultet ekonomije i turizma „Dr. Mijo Mirković“ Pula.
https://www.unipu.hr/istrazivanje/izdavacka_djelatnost/publikacije/2018/turizam_i_razvoj_-_rasprava_o_globalnim_izazovima
2. Transformational Tourism (2013), Tourism perspectives, Cabi international, Reisinger, Y. (ed.)
<https://www.cabi.org/bookshop/book/9781780642093>
3. Suvremeni trendovi u turizmu, (2014), Znanstvena monografija, Gržinić, J., Bevanda, V. (ur.), Sveučilište Jurja Dobrile u Puli, Fakultet ekonomije i turizma „Dr. Mijo Mirković“ Pula., 118-155, 176-198.
4. Cultural tourism and destination impacts (2015), Gržinić, J. Vodeb, K. (ed.), Sveučilište Jurja Dobrile u Puli, Fakultet ekonomije i turizma „Dr. Mijo Mirković“ Pula

Additional information on the course