

NAME OF THE COURSE		Market research in tourism						
Code	EUT303	Year of study	1st					
Course teacher	Zoran Mihanović, PhD, Assistant professor Goran Dedić, PhD, Assistant professor Neven Šerić, PhD, Full professor	Credits (ECTS)	5					
Associate teachers	External, on joint workshops lead by course leader	Type of instruction (number of hours)	L	S	E	F		
			26		26			
Status of the course	Mandatory	Percentage of application of e-learning	40 %					
COURSE DESCRIPTION								
Course objectives	<p>1. Attaining and master the scientific methodology of market research in tourism.</p> <p>2. Get a practical experience to conduct various forms and types of market research in tourism.</p> <p>3. Attaining marketing tools for analyzing relationships in global tourism</p>							
Course enrolment requirements and entry competences required for the course	Regulated by The Statute of Faculty of Economics, University of Split, as well as the Study Regulations.							
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Key learning outcome:</p> <p>1 Evaluate the methods of market research in tourism.</p> <p>Particular learning outcomes:</p> <p>1. Valorize methodological approaches to market research in tourism</p> <p>2. Refine the stages of preparation of research and design of a measuring instrument, research implementation, and collected data for reporting</p> <p>3. Arguing market research methods for defining guidelines for making decisions in tourism business.</p> <p>4. Evaluate tools of market research in tourism.</p> <p>5. Evaluate and self-identify relevant causes of phenomena and phenomena in tourism.</p>							
Course content broken down in detail by weekly class schedule (syllabus)	Week	Lectures		Exercises		Individual assignments and a knowledge assessment		
		Topic	Hours	Topic	Hours	Activities	Within time sched.	Grade
	1	Concept, significance and necessity for market research in tourism.	2	Introductory remarks: a practical implementation of market research in tourism.	2		<input type="checkbox"/>	%
	2	Methodologies of market research in tourism.	2	Business case: implementing different research methods on practical examples.	2		<input type="checkbox"/>	%
	3	Ethics and ethical conflicts, a safeguard against incorrect judgement.	2	Business case: Ethical conflicts arising during tourism market research.	2		<input type="checkbox"/>	%
	4	Starting points in tourism market research.	2	Workshop: Problems when carrying out tourism market research.	2		<input type="checkbox"/>	%
5	Exploratory research in tourism; gathering the secondary data.	2	Workshop: Exploratory research in tourism.	2		<input type="checkbox"/>	%	

	6	Descriptive research in tourism.	2	Business case: Practical descriptive research in tourism.	2		<input type="checkbox"/>	%
	7	Causal research and experiment in tourism.	2	Business case: Carrying out an experiment related to the tourist agency business.	2	1 <sup>st</sup> prelim. exam	<input type="checkbox"/>	50%
	8	Qualitative research in tourism.	2	Workshop: Examples of acceptable scenarios	2		<input type="checkbox"/>	%
	9	Life history method, focus groups, personal diaries and case studies.	2	Business case: application of qualitative methods of tourism market research.	2		<input type="checkbox"/>	%
	10	Primary data – observation method.	2	Workshop: Using the observation method in tourism.	2		<input type="checkbox"/>	%
	11	Secondary data analysis, advantages and limitations.	2	Business case: Analyzing the secondary data.	2		<input type="checkbox"/>	%
	12	Sampling methods and scales.	2	Workshop: Data gathering instructions.	2		<input type="checkbox"/>	%
	13	Analysis of the research results.	2	Workshop: creating a tourism research report.	2	2 <sup>nd</sup> prelim. exam	<input type="checkbox"/>	%
Format of instruction	X lectures X seminars and workshops X exercises <input type="checkbox"/> <i>on line</i> in entirety X partial e-learning X field work			X independent assignments X multimedia <input type="checkbox"/> laboratory X work with mentor X guests from business practice				
Student responsibilities	Signature prerequisites: at least 50% attendance on lectures, as well the seminars and practical lessons. Signature is a prerequisite for talking the final exam.							
Screening student task (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	1	Research	option 1	Practical training	3		
	Experimental work	1	Report		(Other)			
	Essay	option 1	Seminar essay		Market research in practice	option 2		
	Tests		Oral exam	option 1	(Other)			
	Written exam	option 1	Project	option 2	(Other)			
Grading and evaluating student task in class and at the final exam	During the semester students can complete several practical tasks. One practical task is mandatory for obtaining signature. Insufficient number of completed tasks (practical task + essay) and two positively graded colloquium tests can be compensated by attaining optional ECTS points upon agreement with course teacher. The exam is conducted by the course teacher. Point range and matching grades for written tasks and tests: 0-49 fail (1) 50-65 satisfying (2) 66-75 good (3) 76-85 very good (4) 86-100 excellent (5) The exam is considered passed if the student attended 50% of all the lectures and practice classes (an exception is possible with written excuse for non-attending obtained from proper authority), and if written tests and exams are positive. If a student fails to meet these requirements, it is possible, (in concordance with course							

	teacher) to have additional activities (project + field research) and pass written and oral examination. The final grade is the average of all these. However, the exam is considered passed only if both written and oral parts of the exam are positive for the students who fail to fulfil the required task during semester.		
Required literature (available in the library and via other media)	<b>Title</b>	<b>Number of copies in the library</b>	<b>Availability via other media</b>
	1. Veal, A.J., Research Methods for Leisure and Tourism: a Practical Guide, Pitman Publishing, London, 1997.	2	yes
	2. Šerić, N., Ljubica J., Market research methods in the sport industry, Emerald publishing 2018.	2	yes
Optional literature (at the time of submission of study programme proposal)	3. Prorok, V., Šerić, N., Peronja, Analysis of overall and pure technical efficiency of tourism in Europe, Transactions on Maritime Science Journal Vol 8 No 2 (2019): October 2019, pp. 219-229 4. Šerić, N., Jurišić, M., Methodological approach and model analysis for identification of tourist trends, Proceedings of the Faculty of economics in east Sarajevo, n. 10/2015, pp. 47 – 54 5. Šerić, N., Marušić, F. (2019), Tourism Promotion of Destination for Swedish Emissive Market, Advances in Economics and Business 7(1): 2019, pp. 1–8 6. Jakšić Stojanović, A., Šerić, N. (2019), Sports and Health as Corner Stones of Tourism Development - Case Study of Montenegro, in Marinho, D.A., Neiwa, H.P., Johnson C.P. and Mohamudally, N. (Ed) Sports Science and Human Health - Different Approaches, IntechOpen Limited, The Shard, London, pp. 119–128 7. Burns, A.C., Bush, R.F., Marketing Research, Prentice Hall, Upper Saddle River 2000.		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> <li>• Monitoring class attendance, monitoring successful completion of all the student tasks by the teacher;</li> <li>• Monitoring classes carried out by colleagues and the Vice Dean, if necessary;</li> <li>• Analyzing successful completion of all course classes;</li> <li>• Student questionnaire on teacher and class quality for every course class (UNIST, quality improvement center)</li> </ul> Creating the written tasks and fulfilling the exam procedure controlled by the course teacher means that all teaching outcomes are accounted for. Occasional insight by the Vice Dean into class content, tasks and exams is performed in order to establish the proper studying outcome.		
Other (as the proposer wishes to add)	Possibility of attending in practical student projects. Meetings with authorized representatives of business entities in the area of Split - Dalmatia County for the purpose of negotiating professional practice.		