

NAME OF THE COURSE		Organization of tourism				
Code	EUTA01	Year of study	2			
Course teacher	PhD Smiljana Pivčević, Associate professor PhD Ante Mandić, Assistant professor	Credits (ECTS)	4			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		13	
Status of the course	Elective	Percentage of application of e-learning	20			
COURSE DESCRIPTION						
Course objectives	This course aims to provide the knowledge and skills that are essential for the understanding of the complexity of the organisation of tourism and its structure, the role of the fundamental national and international institutions and interconnectedness of tourism with different industries and stakeholders.					
Course enrolment requirements and entry competencies required for the course	As indicated in the Statute of the Faculty of Economics, Business and Tourism, University of Split.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<ol style="list-style-type: none"> <li>1. In-depth analysis of the organisation and development of the tourism system.</li> <li>2. Distinguish all key stakeholders in Croatia tourism system, their roles and operations.</li> <li>3. Analyse tasks, activities and importance of different stakeholders in contemporary organisation of tourism on the national and international scale.</li> <li>4. Compare different national approaches to the organisation of tourism.</li> <li>5. Identify and analyse the interconnectedness between tourism system and other industries and stakeholders within the national economy.</li> </ol>					
Course content broken down in detail by weekly class schedule (syllabus)	Introduction: Course objectives, requirements, grading and evaluation of student work.	1	Introduction to the model of student work in class throughout the semester.	1		
	Principles, elements, subjects and stakeholders of organization of tourism system. Historical development of the organisation of tourism - an overview.	3	The analysis and the discussion – research paper.	1		
	The origin, development and contemporary state of organisations of active/emitive and receptive tourism.	2	The analysis and the discussion – research paper.	1		
	The characteristics of contemporary organisation of tourism and tourism policies.	2	The analysis and the discussion – research paper.	1		
	Institutionalization of the organisation of tourism.	2	Systematization.	1		
	Croatian tourism board role in national tourism system and development.	2	The analysis and the discussion – research paper.	1		
	Governmental institutions involved in tourism development in Croatia. Normative regulations and control in hospitality and tourism in Croatia.	2	The analysis and the discussion – research paper.	1		

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	Firm and association level of tourism organization system.	2	The course content review and synthesis. The analysis and the discussion – research paper.	1		
	The role and forms of hospitality firms and intermediaries in tourism.	2	The analysis and the discussion – research paper.	1		
	Integration and globalization process in contemporary tourism.	2	The analysis and the discussion – research paper.	1		
	The role and development of sectors complementary to tourism.	2	The analysis and the discussion – research paper.	1		
	International tourism-related organisations and their role in contemporary tourism.	2	Course systematization. The analysis and the discussion – research paper.	1		
	Tourism system organization in selected countries – analysis and comparison	2	Final remarks, course wrap up and elaboration of student work results.	1		
Format of instruction	x lectures x seminars and workshops x exercises <input type="checkbox"/> <i>on line</i> in entirety x partial e-learning <input type="checkbox"/> field work		x independent assignments x multimedia <input type="checkbox"/> laboratory x work with mentor <input type="checkbox"/> (other)			
Student responsibilities	1. 70% class attendance 2. Submitted and positively graded two critical reviews.					
Screening student work ( <i>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</i> )	Class attendance	1,5	Research	Practical training		
	Experimental work		Report	A critical review (Other)	0,5	
	Essay		Seminar essay	(Other)		
	Tests	2*	Oral exam	2*	(Other)	
	Written exam	2*	Project	(Other)		
Grading and evaluating student work in class and at the final exam	The overall grade is based on the individual score on following three components: <ol style="list-style-type: none"> <li>2 tests or exam (70 points)</li> <li>Delivery of critical reviews (2*10=20 points)</li> <li>Active participation (10 points)</li> </ol> = $\sum$ 100 points  The evaluation table: < 60 = fail 60-69 = pass 70-79 = fair 80-89 = good 90-100 = excellent  There are two tests (written or oral) during the semester, each with 60% as a minimum passing score. In order to take the second test, a student must pass the first test. In-class activity via participation in discussions and on line assignments is registered throughout the semester. During the semester, students prepare, submit and discuss critical reviews on research studies/papers.  A student will receive a passing grade for the course if he or she passed both tests and achieved a total of at least 60 points from the three components that make up the final grade.					

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	<p>The students that do not pass through tests take the exam (70 points), with a 60% minimum passing score. The student will have a passing grade If the overall score on all three grade components is at least 60 points.</p> <p>Students who are not satisfied with the final grade obtained through the tests or the final exam, can take the final oral exam. The prerequisite is a notification message to professor through Moodle within 48 hours of test/exam results. The course teacher beholds the right to invite the students to oral exam in case of justified reasons or extraordinary circumstances.</p>		
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>
	Authorised lecture and materials are available on Moodle course site.		Moodle.efst.hr
	Relevant contemporary research papers		Moodle.efst.hr
	Laws and regulations on tourism development		Ministry of tourism www.mint.hr
Optional literature (at the time of submission of study programme proposal)	<p>Books:</p> <ol style="list-style-type: none"> <li>1. OECD (2016; 2018, 2020), OECD Tourism Trends and Policies, OECD Publishing</li> <li>2. Hitrec, T., Hendija, Z. (2008), Politika, organizacija i pravo u turizmu, Vern, Zagreb</li> <li>3. Geić, S. (2007), Organizacija i politika turizma, Sveučilište u Splitu, Split</li> </ol> <p>Articles:</p> <p>Relevant contemporary scientific articles from Tourism Management, Annals of Tourism Research, Journal of Destination Marketing &amp; Management, Current Issues in Tourism, Journal of Sustainable Tourism and other scientific journals recommended by the teacher</p> <p>Pivčević, S.; Petrić, L.; Mandić, A. Sustainability of Tourism Development in the Mediterranean—Interregional Similarities and Differences. <i>Sustainability</i> 2020, <i>12</i>, 7641.</p> <p>Pivčević, S., Lesić, K.T. (2020), "Exploring Gastronomy and Event Interlinkages in DMOs' Strategic Activities – Two Croatian Destinations Perspective", Pešek, A., Kukanja, M. and Renko, S. (Ed.) Gastronomy for Tourism Development, Emerald Publishing Limited, pp. 133-154. <a href="https://doi.org/10.1108/978-1-78973-755-420201008">https://doi.org/10.1108/978-1-78973-755-420201008</a></p> <p>Kuliš Z., Šimundić B., Pivčević S. (2018) The Analysis of Tourism and Economic Growth Relationship in Central and Eastern European Countries. In: Karasavvoglou A., Goić S., Polychronidou P., Delias P. (eds) Economy, Finance and Business in Southeastern and Central Europe. Springer Proceedings in Business and Economics. Springer, Cham. <a href="https://doi.org/10.1007/978-3-319-70377-0_37">https://doi.org/10.1007/978-3-319-70377-0_37</a></p> <p>Other sources:</p> <p>Pivčević, S., Dragnić, D., Najev Čačija, Lj, Mikulić, D., Petrić, L. (2017), Strateški marketing plan destinacije Split 2017-2022, TZ Split, dostupno na <a href="http://www.visitsplit.com/hr/3136/strateski-marketing-plan">www.visitsplit.com/hr/3136/strateski-marketing-plan</a></p> <p>Events and news from HRTourism portal (<a href="http://www.hrturizam.hr">www.hrturizam.hr</a>)</p> <p>Documents and news from the Ministry of tourism web page (<a href="http://www.mint.hr">www.mint.hr</a>)</p> <p>Documents and data from web pages of international organizations relevant for tourism (UNWTO, OECD, ETC, WTTC, UNESCO, WEF, AIESTE and others).</p> <p>Documents and data from web pages of selected National Tourism Organizations.</p>		
Quality assurance methods that ensure the acquisition of exit competences	<ol style="list-style-type: none"> <li>1. Monitoring student active participation and performance of student obligations (teacher)</li> <li>2. The control of the teaching process (vice dean for education)</li> <li>3. The analysis of the results of all courses (vice dean for education)</li> </ol>		

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	<p>4. Student survey on quality of teachers and course deliverables (the University of Split, Centre for quality management)</p> <p>5. The learning outcomes are tested throughout the exam and student individual work. There is a regular review of the student tasks and tests to analyse if they are appropriate to evaluate the learning outcomes (vice dean for education).</p>
Other (as the proposer wishes to add)	Up to three lectures of external experts or field trips/visits to institutions and hospitality businesses may be organised.