



COURSE DESCRIPTION		
Course instructor	Dina Lončarić, PhD, Associate professor	
Name of the course	Tourism Market Research	
Study programme	Graduate studies "Tourism Marketing"	
Status of the course	Compulsory	
Year of study	1 st	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60 (30+0+30)
1. Course objectives		
<p>The basic goal of the course is to develop skills needed to conduct planning and execution of tourism market research projects. Indicating theoretical insights about modern methods of monitoring tourism markets, analysing market demand and consumer behaviour in tourism market, and also practical execution of a research project will qualify students to plan, organize and execute the process of tourism market research. The knowledge about the instruments needed for market research and development of analytical thought will allow the students to master the methodology of executing a research project in the function of making marketing decisions.</p>		
2. Course enrolment requirements		
none		
3. Expected learning outcomes		
<p>After attending and finishing the course, a student will be able to:</p> <ul style="list-style-type: none"> – interpret the basic categories of marketing research – define the research problem, formulate research questions and generation of the research hypotheses – design a marketing research plan, define the sample and determine research methods – design the research instrument – analyse secondary data, and collect and analyse primary data – compose a research report and present market research findings 		
4. Course content		
<ol style="list-style-type: none"> 1. Characteristics of the tourism market research. 2. Marketing information system in tourism. 3. The process of tourism market research. 4. Typology of tourism market research. 5. Data collection - secondary data. 6. Data collection - primary data. 7. Sample and data collection. 8. Data analysis and presentation of results. 9. Research for the purpose of tourist destinations. 10. Research for the purpose of hospitality companies. 11. Research for the purpose of intermediaries in the organization and sale of tourist services. 12. Research for the purpose of transport companies. 13. Research for the purpose of sustainable tourism. 		
5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories



	<input type="checkbox"/> distance learning	<input checked="" type="checkbox"/> mentorship	
	<input type="checkbox"/> fieldwork	<input type="checkbox"/> other	
6. Comments			
7. Student responsibilities			
<ul style="list-style-type: none"> – attending classes – studying assigned reading and participating in classes – designing a research plan, executing market research and presentation of results – participating in sustained knowledge checks – taking the final exam 			
8. Monitoring of student work ¹			
Class attendance	2,4	Class participation	
Written exam	1,1	Oral exam	
Project		Continuous assessment	1,7
Portfolio			
Seminar paper		Essay	
Experimental work		Research	0,8
Report		Practical work	
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)			
<p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.</p> <p>For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>			
10. Mandatory literature (at the time of submission of study programme proposal)			
Marušić, M., Prebežac, D., Mikulić, J.: Istraživanje turističkih tržišta, 2. izmijenjeno i dopunjeno izdanje, Ekonomski fakultet, Zagreb, 2019.			
11. Optional/additional literature (at the time of submission of the study programme proposal)			
<ol style="list-style-type: none"> 1. Nykiel, R.: „Handbook of Marketing Research Methodologies for Hospitality and Tourism“, The Haworth Press, Binghampton, NY, 2007 2. Veal, A.J.: „Research methods for leisure and tourism: A practical guide“, Fourth Edition, Pearson Education, Edinburgh Gate, 2011 3. Ritchie, B.W., Burns, P., Palmer, C.: „Tourism Research Methods: Integrating Theory With Practice“, CABI Pub, Cambridge, 2005 			
12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences			
<p>The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.</p>			

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.