

Table 2

## Course description

| COURSE DESCRIPTION   |  |  |
|--|--|--|
| Course instructor  | Mislav Šimunić, Ph.D., Full Professor  |  |
| Name of the course   | Web design in Tourism and Hospitality Industry   |  |
| Study programme  | <b>Tourism Marketing</b>   |  |
| Status of the course   | <b>Elective</b>  |  |
| Year of study  | <b>1.</b>  |  |
| ECTS credits and manner of instruction   | ECTS credits   | 3  |
|  | Number of class hours (L+E+S)  | 30 (15+0+15)   |
| <b>1. Course objectives</b>  |  |  |
| The goal of the course is that students can learn how to create Web Site in accordance with modern business practices and professional standards, and what the overall process of web site business entity (with an emphasis on businesses in the tourism and hospitality industry) consists of; for students to be able to successfully manage projects of commercial web sites, as well as enhance and improve their business through them.  |  |  |
| <b>2. Course enrolment requirements</b>  |  |  |
| Passed Informatics course (1 <sup>st</sup> Year)   |  |  |
| <b>3. Expected learning outcomes</b>   |  |  |
| Having successfully overcome the course, students will be fully able to be chiefs / managers of projects and improve the web site businesses especially in the tourism and hospitality industry. Considering that in the course of teaching a substantial part of the course provided is a practical work, students will be able to independently develop, "publish", and maintain a simple web site using modern software packages (various HTML editors, Macromedia Dreamweaver, Microsoft Front Page, Adobe Photoshop and other programs from Adobe CS5 packages, FTP ....) |  |  |
| <b>4. Course content</b>   |  |  |
| Business importance of the WWW and the Internet, preparing and developing web site (from start to finish), HTML, Macromedia Dreamweaver - Microsoft Front Page, Graphics-Resolutions, Adobe Photoshop - graphics, advanced techniques of rules and principles for creating web pages, publishing and setting web site on the web server, web site maintainance.  |  |  |
| <b>5. Manner of instruction</b>  | <input checked="" type="checkbox"/> lectures<br><input type="checkbox"/> seminars and workshops<br><input checked="" type="checkbox"/> exercises<br><input type="checkbox"/> distance learning<br><input type="checkbox"/> fieldwork | <input checked="" type="checkbox"/> individual assignments<br><input checked="" type="checkbox"/> multimedia and network<br><input type="checkbox"/> laboratories<br><input type="checkbox"/> mentorship<br><input type="checkbox"/> other |
| <b>6. Comments</b>   |  |  |
| <b>7. Student responsibilities</b>   |  |  |
| To create (independently) Web Site in cooperation with the relevant teacher.   |  |  |

| 8. Monitoring of student work <sup>1</sup>  |     |                       |     |               |  |                   |     |
|---|-----|-----------------------|-----|---------------|--|-------------------|-----|
| Class attendance  | 1,2 | Class participation   |     | Seminar paper |  | Experimental work |     |
| Written exam  | 0,5 | Oral exam             |     | Essay         |  | Research          |     |
| Project   |     | Continuous assessment | 0,9 | Report        |  | Practical work    | 0,4 |
| Portfolio   |     |                       |     |               |  |                   |     |
| 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)  |     |                       |     |               |  |                   |     |
| <ul style="list-style-type: none"> <li>▪ Gasston, P., Moderni web responzivni web dizajn uz HTML5, CSS3 i JavaScript, DOBAR PLAN, Zagreb, 2013.</li> </ul>  |     |                       |     |               |  |                   |     |
| 11. Optional/additional literature (at the time of submission of the study programme proposal)  |     |                       |     |               |  |                   |     |
| <ul style="list-style-type: none"> <li>▪ Jennifer Niederst Robbins, NAUČITE WEB DIZAJN, Mikro knjiga, Zagreb, 2008.</li> <li>▪ Teaching presentations (*.ppt course materials)</li> </ul>   |     |                       |     |               |  |                   |     |
| 12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences  |     |                       |     |               |  |                   |     |
| <p>The quality of the programme, teaching process, <i>teaching</i> 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> |     |                       |     |               |  |                   |     |

<sup>1</sup> 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.