



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Assistant professor Nataša Slavić, PhD	
Name of the course	Mobility in Tourism	
Study programme	Hospitality Management	
Status of the course	elective	
Year of study	graduate (1 <sup>st</sup> )	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (L+E+S)	30 (15+0+15)
<i>1. Course objectives</i>		
Familiarize the students with the alternative modes of transportation (various travel and movement options), in general and in the context of tourism. Supporting the students in implementing the acquired knowledge on the mobility management concept in realizing the assigned research, on the example of an actual tourist destination.		
<i>2. Course enrolment requirements</i>		
None.		
<i>3. Expected learning outcomes</i>		
<p>The primary goal of this course is to provide a comprehensive knowledge of the concept of mobility management, and various measures that determine it. Although application of the concept does not eliminate the use of a car, it aims to significantly reduce their use. By promoting sustainable transport, the concept and the course in question seek to encourage changes in attitudes and behaviour of road users. By defining the possibilities and potential benefits of applying the concept, the aim is to bring the concept to students and to encourage appreciation, understanding and ability to diversify "soft" and "hard" measures, according to various operating and investment demands. Developing countries are often faced with the growing traffic problems. Course insists on critical thinking while looking at traffic problems in close vicinity, and one of the objectives will be achieved if students adopt an integrated approach to mobility management and be able to comprehend how the development of the transport system must be suitable for developing economic and social needs, and also environmentally acceptable. Accordingly, the aim is to facilitate understanding of main uses of mobility management, which are also the objectives and benefits of the application of the concept. (1,4)</p> <p>Given the multiplication of flows of people during the tourist season, reflected through multiplication of traffic and other flows in a destination, it is clear that mobility should be managed so that tourist traffic problems created in the destination would not have caused a reduced tourism demand. Course objectives include understanding the positive aspects of the concept application at the level of tourist destination and the application of range of measures that enables the tourist destination mobility management to maintain its attractiveness, preserve the historical heritage and natural environment by reducing car traffic, while providing alternative ways to travel. Since the movement of tourist flows in destination is predictable, the course provides an overview of mobility management strategies of tourists, a combination of which generates a synergy effect by improving transportation options, integration of alternative modes of transport to tourism activities, discourage driving cars and promote alternative ways to travel. (2,3,5)</p> <p>Summarizing a more detailed description, after passing the exam it is expected that the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Define and adequately interpret the concept of mobility management</li> <li>2. Recognize potential benefits of mobility management implementation, in general and in the context of tourism (tourist mobility management) and tourist destinations</li> <li>3. List and compare the strategies of mobility management</li> <li>4. Explain the measures of mobility management, differentiating the "soft" from the "hard" measures (by function, implementation requirements and effects)</li> </ol>		



5. Identify the alternative modes of transportation (primarily: bicycle traffic, pedestrian traffic and public transportation), and describe the benefits of increasing their modal share, as well as the requirements of their implementation
6. Research the traffic system of an actual tourist destination in relation to its specifics, current state of traffic system and potential to implement mobility management measures
7. anticipate the effects of mobility management strategies implementation on changing the patterns of behavior in traffic, whether in form of reducing or eliminating the negative impacts of traffic in a destination

#### 4. Course content

The concept and determinants of mobility management (O1)  
 Tourist mobility management/Managing tourist transportation demand (O2)  
 Mobility management strategies and measures (O3, O4)  
 Alternative modes of transportation in tourist destinations (O5, O2)  
 Efficient (more sustainable) personal vehicle use (O5, O2)  
 Bicycle traffic and bicycle tourism (O5, O2)  
 Pedestrian traffic and "pedestrian" tourism (O5, O2)  
 Public transportation in tourist destinations (O5, O2)  
 Mobility management in an actual destination context: the specific features of transportation and tourism offer (O6)  
 Tourism destination quality of traffic: the elements of traffic system in an actual destination (O6)  
 Tourism destination quality: global examples of best practice in implementing sustainable traffic solutions (O6)  
 Mobility management strategies and measures implemented to an actual tourism traffic system of a destination (O7)

5. Manner of instruction	<input checked="" type="checkbox"/> lectures	<input checked="" type="checkbox"/> individual assignments
	<input checked="" type="checkbox"/> seminars and workshops	<input type="checkbox"/> multimedia and network
	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories
	<input type="checkbox"/> distance learning	<input type="checkbox"/> mentorship
	<input type="checkbox"/> fieldwork	<input type="checkbox"/> other

#### 6. Comments

#### 7. Student responsibilities

**Active participation in class, oral presentation of research assignment (according to given instruction)**

#### 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	
Portfolio		Research assignment	0,4				

#### 9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

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.

For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

#### 10. Mandatory literature (at the time of submission of study programme proposal)

<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.



1. Litman, Todd, *Mobility Management*, in *Sustainable Transport: A sourcebook for Policy-makers in Developing cities*, Module 2b, Deutsche Gesellschaft für Technische Zusammenarbeit, 2003.
2. Enoch, Marcus, *Sustainable Transport, Mobility Management and Travel Plans*, Ashgate Publishing Company, Surrey, 2011.

11. *Optional/additional literature (at the time of submission of the study programme proposal)*

1. Hall, Michael C., Le-Klähn, Dien-Trinh, and Ram, Yael, *Tourism, Public Transport and Sustainable Mobility*, Channel View Publications, Bristol, 2017.
2. Ison, Stephen and Rye, Tom (Eds.), *The Implementation and Effectiveness of Transport Demand Management Measures: An International Perspective*, Ashgate Publishing Limited, Hampshire, 2008.
3. Pooley, Colin, Jones, Tim, Tight, Miles, et al., *Promoting Walking And Cycling: New Perspectives on Sustainable Travel*, Policy Press, Bristol, 2013.

12. *Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

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.