



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Ivana Ivančić, Ph.D., Assistant Professor	
Name of the course	Tourism Entertainment	
Study programme	Tourism Management	
Status of the course	Compulsory	
Year of study	1 st year	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60 (30+0+30)
<i>1. Course objectives</i>		
To acquire basic knowledge, skills and competences on the importance of tourism entertainment when creating the tourism offer and the facilities that will increase the desire to visit the destination and increase tourist consumption. To define and teach the basic management rules of tourism entertainment as well as monitoring systems and systems to increase tourist consumption. To teach the students about managerial techniques used to create, plan and put into action entertainment programmes in the tourism offer of a tourist destination or hospitality facility.		
<i>2. Course enrolment requirements</i>		
None		
<i>3. Expected learning outcomes</i>		
Upon having successfully completed the coursework, passing the exam fieldwork in the course Tourism Entertainment students will be able to manage the tourism offer and its rules and regulations on the tourism market, with particular emphasis on acquiring basic knowledge, skills, competences and management skills in the offer of entertainment programmes. They will be able to comprehend the continuation of their studies and better acquire and complete the coursework in tourism events. The knowledge they will acquire will encourage students and managers to plan, organize, manage and control entertainment programmes.		
<i>4. Course content</i>		
<ul style="list-style-type: none"> ✓ Getting to know the basic rules of changing tourism offer and demand ✓ Defining the significance and role of tourism entertainment in the tourism offer ✓ The goals of tourism entertainment in the tourism offer system ✓ Define the basics and significance of hobbies and games – the basis of tourism entertainment ✓ Define and describe in detail the “Entertainment programme” procedures ✓ Define types of entertainment programmes and define the factors of animation programmes ✓ Special entertainment programmes in the tourism offer ✓ Health programmes in the tourism offer ✓ The effects and success indicators of entertainment programmes ✓ The basics and general characteristics of entertainment management in tourism ✓ General characteristics and basics of entrepreneurship in tourism entertainment ✓ Communication in tourism entertainment and the required personality traits of entertainers ✓ General characteristics and basics of marketing tourism entertainment; defining the marketing mix in entertainment. 		
<i>5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network



		<input type="checkbox"/> exercises			<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							
Attending classes, actively participating in class, writing a seminar paper and presenting, attending exams.							
8. Monitoring of student work ¹							
Class attendance	2,4	Class participation		Seminar paper	0,8	Experimental work	
Written exam	1,1	Oral exam		Essay		Research	
Project		Continuous assessment	1,7	Report		Practical work	
Portfolio							
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)							
Cerović, Z., Animacija u turizmu, Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, Opatija, 2008.							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
Jakovlev, Z., Dimitrov, N. V., Koteski, C., Animation and Tourism, LAP LAMBERT Academic Publishing, 2017. Bartolucci, M., Ekonomika i menadžment sporta, Informator Zagreb, Zagreb, 2004.							
12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title				Number of copies	Number of students		
13. 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 knowledge will be determined by conducting a written evaluation, extensive questionnaires and other methods adhering to the standards and in accordance with the University of Rijeka Book of Regulations and the Faculty of Tourism and Hospitality Management Quality Assurance Book of Regulations.							

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.