

Sveučilište u Rijeci • University of Rijeka

Trg braće Mažuranića 10 • 51 000 Rijeka • Croatia T: +385 (0)51 406 500 • F: +385 (0)51 406 588 W: www.uniri.hr E: ured@uniri.hr

Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Marko Perić, PhD, associate professor	
Name of the course	Project Management in Tourism	
Study programme	Graduate study programme: Tourism Management	
Status of the course	compulsory	
Year of study	1 st	
ECTS credits and manner of instruction	ECTS student 's workload coefficient	6 ECTS
	Number of hours (L+E+S)	60 (30+0+30)

1. Course objectives

The aim of the course is to explain the role of projects and project management in developing business systems in tourism. The emphasis is on strategic preparation, evaluation, initiation and development of project management models at different management levels, in order to train students for project managing under the conditions of modern tourism development.

2. Course enrolment requirements

None

3. Expected learning outcomes

After passing the exam, students will be able to:

- 1. Define project and list and explain its key characteristics
- 2. List and explain main phases of project life cycle
- 3. Define project management and explain differences between project and strategic management
- 4. List and explain processes and areas of knowledge in project management
- 5. Properly implement basic techniques of planning and control of the project
- 6. Explain various organisational models of project management within tourism enterprise
- 7. Properly interpret the role of investment projects in developing business systems in tourism
- 8. List and explain methodology for evaluation of investment projects in tourism and hospitality
- 9. Prepare at a strategic level, initiate and develop a project management model in tourism
- 10. Analyse a variety of entrepreneurial initiatives and make a decision on accepting the initiative that meets all the objectives set
- 11. Use specific computer program for making business plans in tourism and hospitality

4. Course content

Theoretical and methodological definition of project

The life cycle of the project and project stakeholders

Theoretical and methodological definition of project management

Project management areas of knowledge

Project management functions / processes: planning, organizing, leading and controlling

The strategic aspect of project management in tourism

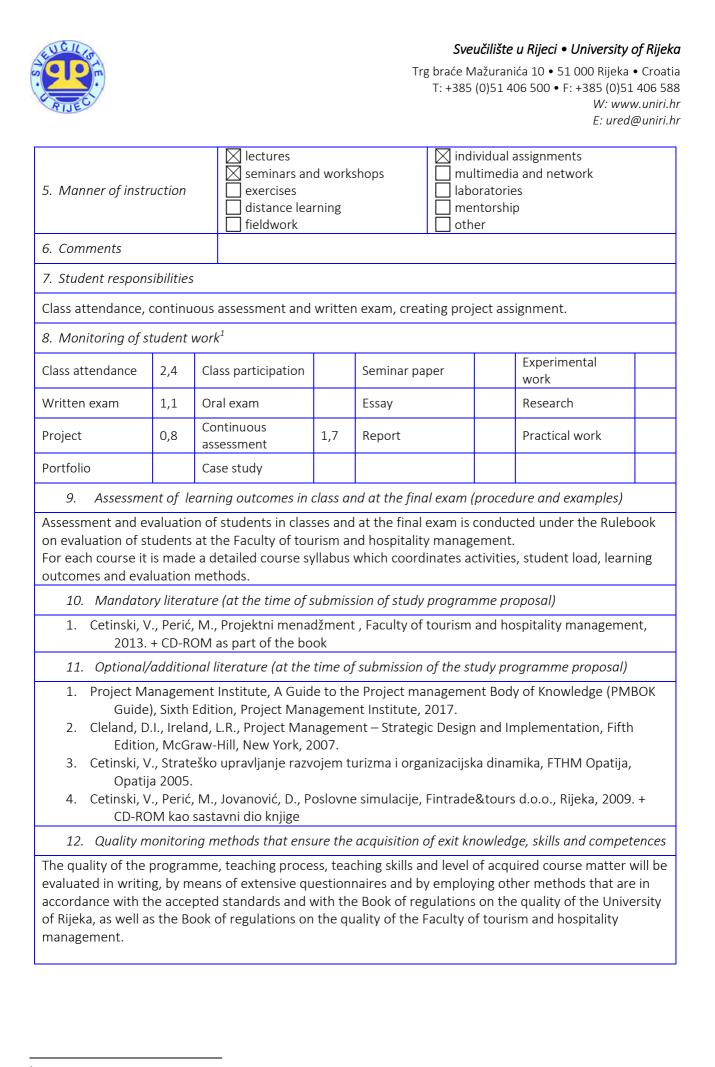
Projects and the environment

Project-oriented business system in tourism

Investment projects in tourism

Evaluation and methods of project selection in tourism

The project management in tourism - examples



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.