



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	<b>Dora Smolčić Jurdana, Ph.D., Full Professor</b>	
Name of the course	<b>Tourism Planning and Development</b>	
Study programme	<b>Graduated study programme: Tourism Management</b>	
Status of the course	Compulsory	
Year of study	<b>1<sup>st</sup> year</b>	
ECTS credits and manner of instruction	ECTS credits	6
	Number of class hours (L+E+S)	60 (30+0+30)
<b>1. Course objectives</b>		
<p>The aim of the course is to master the basic methods which are used in the planning of tourism, and to master stages of tourism planning and the key elements that determine tourism planning. Students become familiar with the elements that determine the development of tourism and with the problems that accompany it. After successfully mastering the programme of the course Tourism planning and Development, student will have built systematic approach to tourism development problems, and will be qualified to work on developing tourism plans in methodological terms.</p>		
<b>2. Course enrolment requirements</b>		
None.		
<b>3. Expected learning outcomes</b>		
<p>After successfully mastering the programme of the course Tourism planning and Development the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Correctly explain and interpret the basic concepts in the field of tourism planning and development</li> <li>2. Describe and explain the various developmental theories related to tourism</li> <li>3. Describe and analyse the specificities of methods of tourism planning, comparison of their aspects</li> <li>4. Argue the justification of certain development options in tourism</li> <li>5. Use and apply methods and techniques of tourism development planning in selected cases</li> <li>6. Develop the ability of teamwork and interdisciplinary approach</li> </ol>		
<b>4. Course content</b>		
<p>Understanding the concept of tourism planning. The approach to planning in tourism. The importance of tourism planning. Concept, levels, types of plans. The components of tourism development. Tourism and space factor.</p> <p>The process of tourism planning. Making a planned basis. Inventory of resources. Methods of tourism development planning. Defining objectives - economic, socio-cultural, and ecological. Defining vision, mission. Models and concepts of tourism development planning. Model Selection. Implementation Plan. Implementing and monitoring the implementation of the plan.</p> <p>Planning tourism on the local community level. Resort planning. Urban planning and planning of other forms of tourism. Compliance with standards. Institutional elements of importance for tourism planning. Implementation plan and monitoring.</p> <p>Tourism as a development factor. Tourism development policy. Elements of the policy. Impacts of tourism on the environment - economic, socio-cultural environment and impact on the natural environment. Indicators.</p> <p>Tourism as a factor in the transformation of space and socio-cultural environment. Use of resources and</p>		



<p>their protection. Tourism and sustainable development. The principles of sustainable tourism development. The protection of specific areas. Caring capacity. Limits of acceptable change. Environmental Impact Assessment. Participation of local community in planning tourism development. Case Study.</p>							
5. Manner of instruction		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other		
6. Comments		-					
7. Student responsibilities							
<p>Students are required to actively participate in the classes and participate in sustained knowledge check. Students are expected to make a project with mentor's help.</p>							
8. Monitoring of student work <sup>1</sup>							
Class attendance	2,4	Class participation		Seminar paper		Experimental work	
Written exam	1,1	Oral exam		Essay		Research	
Project	0,8	Continuous assessment	1,7	Report		Practical work	
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. 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)							
<p>1. Vukonić, B., Keča, K., Turizam i razvoj: pojam, načela, postupci, Mikrorad i Ekonomski fakultet Zagreb, Zagreb, 2001.          2. Dulčić, A., Petrić, L., Upravljanje razvojem turizma, Mate, Zagreb, 2001. (selected chapters)</p>							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<p>1. Mason, P., Tourism Impacts, Planning and Management, Routledge, Oxon, New York 2015.          2. Gunn, C.A., Tourism Planning: Basic, Concepts, Cases, Taylor &amp; Francis, Washington, 2001.          3. Inskeep, E., National and Regional Tourism Planning: Methodologies and Case Studies, WTO, Routledge, London, New York, 1994.          4. Gartner, W.C., Tourism Development: Principles, Processes and Policies, Van Nostrand Reinhold, ITP, New York, 1996.          5. Page, S.J., Tourism Management: Managing for Change, Butterworth-Heinemann, Oxford, 2003.          6. Pearce, D., Tourism Development, Longman, Harlow, 1996.</p>							
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>							

<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.



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