



Basic description		
Course coordinator	Daniela Gračan, Ph.D., Full Professor	
Course title	Business Tourism	
Study programme	Management of sustainable development	
Course status	Elective	
Year	3rd	
ECTS credits and teaching	ECTS student 's workload coefficient	3
	Number of hours (L+E+S)	30 (15+0+15)

1. COURSE DESCRIPTION

1.1. Course objectives

Objective of the course is to establish and demonstrate the importance of the development of business tourism in Croatia, and to point out the contribution of business tourism in total tourism. Based on the conceptual-theoretical framework, goal is to set the strategic business development for tourism of Croatia

1.2. Course enrolment requirements

No requirements

1.3. Expected course learning outcomes

After certain period of studying, the students will be able to interpret the basic concepts of business tourism properly. They will be able to explain and apply knowledge related to certain forms of business tourism, and implement and interpret research tasks from the field of business tourism. Students will gain theoretical and practical knowledge of features, activities and organization business tourism that can be successfully implemented in enriching the tourist offer of the destination.

1.4. Course content

Theoretical determinants of business tourism: conceptual definition, developmental features, presentation of global business tourism development, special features and constructive elements of business tourism. Trends in Business Tourism: Sociological, Technological and Environmental Trends business tourism. Business tourism in Croatia: quantitative and qualitative analysis of the present state of business tourism in Croatia, the share of business tourists in the overall tourism of Croatia, strategy for the development of business tourism in Croatia.

1.5. Teaching methods

- | | |
|--|---|
| <input checked="" type="checkbox"/> lectures | <input type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network |
| <input type="checkbox"/> exercises | <input type="checkbox"/> laboratories |
| <input type="checkbox"/> long distance education | <input checked="" type="checkbox"/> mentorship |
| <input type="checkbox"/> fieldwork | <input type="checkbox"/> other _____ |

1.6. Comments

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1.7. Student's obligations

Active participation in lectures, follow up of topical literature, preparation of a presentation on a given topic, exams and final exam.

1.8. Evaluation¹ of student's work

¹ **IMPORTANT:** Enter the appropriate share of ECTS credits of certain activities next to each of the methods of monitoring the students performance so that the total number of ECTS credits corresponds to the scoring value of the subject. Use empty fields for additional activities.



Course attendance	1,2	Activity/Participation	0,1	Seminar paper	0,3	Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project		Sustained knowledge check	0,9	Report		Practice	
Portfolio							

1.9. 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.

1.10. Assigned reading (at the time of the submission of study programme proposal)

1. Positive evaluated Web material from the course Business tourism set on the Faculty's web site

1.11. Optional / additional reading (at the time of proposing study programme)

1. Gračan D., Rudančić-Lugarić, A., et.al.: Business Strategy of Business Tourism, 20th Biennial International Congress, Tourism and Hospitality Industry 2010, New Trends in Tourism and Hospitality Management, Faculty of Tourism and Hospitality Management Opatija, 2010.
2. Lucianović, L., Kongresni turizam, IGRO «Svjetlost», Sarajevo, 1980.
3. Tališman – Košuta, N., Međunarodno tržište sastanaka i kongresa, Uključivanje hotelskih poduzeća u kongresnu ponudu Hrvatske, Turizam, XXXIX(5), pp. 152-155, 1991.

1.12. Quality monitoring methods which ensure acquirement of output 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.



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