Sveučilište u Rijeci • *University of Rijeka*

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Table 2

3.2. Course description

Basic description		
Course coordinator	**Vlado Galičić, Ph. D., Associate Professor**	
Course title	**Principles and Practice of Tourism and the Hotel Industry**	
Study programme	**Management of sustainable development**	
Course status	**Compulsory**	
Year	**4th year**	
ECTS credits and teaching	ECTS student 's workload coefficient	3 ECTS
	Number of hours (L+E+S)	30 (15+0+15)

1. COURSE DESCRIPTION
a. Course objectives
To teach students the basic elements of tourism and the hotel industry along with the attributes of today's tourism supply and demand; to enable students to understand the political, economic, cultural, social and technological factors, vital to the development of tourism and the hotel industry; to define primary platforms for determining development strategies in tourism and the hotel industry; to emphasize the importance of the influence of national tourism policies and legislation on practice in modern tourism; special objectives focus on identifying future trends in tourism and the hotel industry development.
b. Course enrolment requirements
None.
c. Expected course learning outcomes
After passing the examination, students should be able to: correctly explain and interpret the major elements of the tourism industry and describe the attributes of today's tourism trade and supply; analyse international scientific and professional associations and corporations as agents of tourism development; conduct and interpret research involving the influence of national tourism policies and legislation on tourism and the hotel industry; accurately describe vertical and horizontal integrations that are preconditions to the strategic integration of operators in tourism and the hotel industry.
d. Course content
Elements of the tourism industry (hotel business, intermediaries, attractions). Attributes of today's tourism supply and demand (factors and motivations). Political, cultural, social and technological factors that foster the development and internationalization of tourism and the hotel industry. International tourism and hotel trade associations (scientific and professional). Globalization, segmentation, standardization and introducing information technology in tourism and the hotel industry. Business strategies and organizational structures of international tourism and hotel corporations and their impact on modern management. The impact of national tourism policies on the practice of tourism and the hotel industry. Legislation in tourism and the hotel industry. Vertical and horizontal business integrations in tourism and the hotel industry. Strategic integrations of tourism and hotel enterprises. The principles and practice of sustainable development in tourism and the hotel industry. Cultural differences in managerial practice in tourism and the hotel industry. The organizational culture of tourism and hotel enterprises. Current trends in human resource management in tourism and the hotel industry. The advantages and disadvantages of foreign direct investment in tourism and the hotel industry. Tourism planning (practical basic concepts of local, regional and national tourism plans). The

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future of tourism and the hotel industry (identifying trends).

e. Teaching methods	☒ lectures ☒ seminars and workshops ☐ exercises ☐ long distance education ☐ fieldwork	☒ individual assignment ☐ multimedia and network ☐ laboratories ☐ mentorship ☐ other

f. Comments	

g. Student's obligations

Regular course attendance, research and final written exam.

h. Evaluation of student's work

Course attendance	1,2	Activity/Participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	0,4
Project		Sustained knowledge check	0,9	Report		Practice	
Portfolio							

i. 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.

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

Galičić, V., Principles and Practice in tourism and hotel industry, University in Rijeka, Faculty of tourism and hospitality management Opatija, (to be published).

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

1. Cooper, C. et. al. (2004), Tourism Principles and Practice, 3rd. Ed. Harlow: Pearson.
2. Keiser J.R. (1979), Principles and Practice of Management in the Hospitaliy Industry, CBI Publishing, Inc., Boston.

The quality of the programme, the teaching process, the teaching skills and the 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.