



Table 2

Course description

COURSE DESCRIPTION							
Course instructor	Ph D Edna Mrnjavac						
Name of the course	Traffic Management in a Tourist Destination						
Study programme	Management of sustainable development						
Status of the course	Elective						
Year of study	4 th						
ECTS credits and manner of instruction	ECTS credits		3				
	Number of class hours (L+E+S)		30 (15+0+15)				
1. Course objectives							
Acquiring knowledge on specific characteristics of traffic management in tourism, organisation and managing traffic processes in tourism destination.							
2. Course enrolment requirements							
none							
3. Expected learning outcomes							
Students should adopt and be able to interpret complex knowledge based on recent scientific cognitions about managing traffic in tourism destination, They should, by means of creative individual approach or as part of a team, be able to recognize and understand correctly selected traffic problems in destination. The final aim is to be able to define traffic concept, using systems' principles and interdisciplinary approach.							
4. Course content							
The role of traffic in tourist destination. Traffic capacity as element of carrying capacity of tourist destination. Managing traffic. Strategy of traffic development and traffic policy. Traffic planning in tourist destination. Traffic organisation in tourist destination. Traffic organisation regarding level, mode of traffic and traffic process. Managing traffic in destination. Parking in destination. Transit tourism. Traffic in selected seashore destinations.							
5. Manner of instruction	x <input type="checkbox"/> lectures		x <input type="checkbox"/> individual assignments				
	x <input type="checkbox"/> seminars and workshops		<input type="checkbox"/> multimedia and network				
	<input type="checkbox"/> exercises		<input type="checkbox"/> laboratories				
	<input type="checkbox"/> distance learning		<input type="checkbox"/> mentorship				
	<input type="checkbox"/> fieldwork		X, <input type="checkbox"/> other, project assignment				
6. Comments	no						
7. Student responsibilities							
To complete a project assignment, and make an oral presentation.							
8. Monitoring of student work¹							
Class attendance	1,2	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	0,2

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.



Project		Continuous assessment	0,9	Report	0,2	Practical work	
Portfolio							
<i>9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
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.							
<i>10. Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none">1. Horak, S.: Promet u turizmu, Zagrebačka škola za menadžment, Zagreb, 2006.2. Maršanić, R.: Parkiranje u turističkim destinacijama, IQ plus, Rijeka, 2008.3. Padjen, J.: Prometna politika, Informator i Ekonomski institut, Zagreb, 1998.							
<i>11. Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none">1. Bauer, Z.: Razvoj i planiranje prometa u gradovima, Informator, Zagreb, 1989.2. Chuck, Y. G., Makens, J.C. I Choy, D.J.L.: The Travel Industry, Wiley, New York, 1997.3. Evans, N., Campbell, D. and Stonehouse, G., <i>Strategic Management for Travel and Tourism</i>, Butterworth Heinemann, Amsterdam, 2003.4. Prebežac, D.: Poslovna strategija zrakoplovnih kompanija, Ekonomski fakultet, Zagreb, 1998.							
<i>12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the programme, teaching process, <i>teaching</i> 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.							