



COURSE DESCRIPTION		
Course instructor	Romina Alkier, PhD., Associate Professor	
Name of the course	Introduction of Tourism	
Study programme	Business Economics in Tourism and Hospitality	
Status of the course	compulsory	
Year of study	1 <sup>st</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
<b>1. Course objectives</b>		
<p>The goal of this course is primarily:</p> <ul style="list-style-type: none"><li>- Understanding the significance of basic movements in tourism. Students will be introduced with the basic interpretations of the role of contemporary tourism, tracking of its development, planning and managing in tourism.</li><li>- Within the frame of processing the examples of tourism research students will be trained for using basic information sources, methodology of research, analytical elements and the application of the results of tourism research.</li><li>- Student's work on the course is supported by the active website of the system for learning which contains additional resources and actual information useful for teaching in the current academic year.</li></ul> <p>The course introduces students with the basic terminology and professional terms. By finishing it the student:</p> <ul style="list-style-type: none"><li>- Masters the basic terminology of the profession,</li><li>- Notes historical and social context in which tourism has originated and in which it develops,</li><li>- Notes and recognizes the connections and relations which tourism establishes with the surroundings</li><li>- Understands the basic principles of using production resources in tourism,</li><li>- Gets acquainted with the basic carriers of developmental processes in tourism and positive and negative consequences of that development.</li></ul>		
<b>2. Course enrolment requirements</b>		
No		
<b>3. Expected learning outcomes</b>		
<p>Primary purpose of the course is explaining to the students the complex unit of contents and relations of Tourism. The intention is to introduce students gradually into understanding of Tourism, and then also to open the main questions with which the Tourism development is facing today. Precisely in this course students gain theoretical and practical knowledge from the area of Tourism, respectively, they adopt the widest conceptual frames for understanding Tourism. Students are acquainted with, and they analyze contemporary trends and tendencies related with further development of Tourism.</p> <p>The course does not enable for students just mastering the newest theoretical knowledge about Tourism, but also gives practical knowledge, and develops capability for solving problems from this area.</p>		



<b>4. Course content</b>							
<p>NATURE AND CHARACTERISTICS OF TOURISM: Problem of defining Tourism. Changes within the Tourist Offer. The role of the State in Tourism. Globalization of Tourism. Tourist Supply.</p> <p>HISTORY OF TOURISM DEVELOPMENT: Four phases of development of Tourism. Europe, the leading world tourist region.</p> <p>DEFINING THE PHENOMENON AND MEASURING THE SIGNIFICANCE OF TOURISM: defining and statistical monitoring of Tourism. Basic statistical units in Tourism and their needs. Statistical methods.</p> <p>FACTORS OF INFLUENCE ON TOURIST TURNOVER AND DEMAND: Domestic and International Tourist Turnover. Economic Characteristics and Stimulations to the Tourist Turnover. Factors of Tourist Demand. Non-economic Factors of Stimulation of Tourist Turnover.</p> <p>ECONOMIC IMPACTS OF TOURISM: Effects of Tourism on the international exchange. The analysis of data which generates Tourism. Employment in Tourism.</p> <p>SOCIAL AND CULTURAL ASPECTS OF TOURISM: Influences of Tourism on Social Behaviour and Values. Cultural influences of Tourism.</p> <p>TOURISM AND THE ENVIRONMENT: Types of influence on the Environment. Spatial planning of Tourist Attractions. Assessment of effects on the Environment.</p> <p>TOURIST DEMAND: Presentation of the Structure of Tourist Consumption. Primary areas of Tourist Consumption. Motives of travel and offer of services.</p> <p>FUTURE TOURIST TRENDS: Projections based on the previous and current development. Factors of changes and estimate of Tourist Demand.</p>							
<b>5. Manner of instruction</b>		<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 checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input checked="" type="checkbox"/> other		
<b>6. Comments</b>							
<b>7. Student responsibilities</b>							
Class attendance, preparation of a seminar paper, presentation							
<b>8. Monitoring of student work<sup>1</sup></b>							
Class attendance	1,2	Class participation		Seminar paper	0,2	Experimental work	
Written exam	0,5	Oral exam		Essay	0,2	Research	
Project		Continuous knowledge assessment	0,9	Report		Practical work	
Portfolio							
<b>9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</b>							
<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.</p> <p>For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
<b>10. Mandatory literature (at the time of submission of study programme proposal)</b>							
Leonard J. Lickorish and Carlson L. Jenkins., Introduction to Tourism, Ekokon doo, Split, 2006							

<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.



*11. Optional/additional literature (at the time of submission of the study programme proposal)*

1. Chris Cooper and others: Tourism principles and practice, FT Prentice Hall, 2005
2. Antunac Ivan; Tourism, Theoretical-Scientific Discussions, Institute for Tourism, Zagreb, 2001
3. Vukonić, B.: History of Development of Croatian Tourism, Prometej, 2005
4. Božena Jokić; Tourism in the Sociological Perspective, Mikrorad, Zagreb, 1994
5. Ante Dulčić, L. Petrić; Managing the Development of Tourism, First part, MATE, Zagreb 2002

*12. Quality monitoring methods that ensure the acquisition of exit 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.