



POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

1. GENERAL COURSE INFORMATION

1.1 Course name	BASICS OF TOURISM			
1.2 Study program/s	Undergraduate professional study Tourism and Sports Management			
1.3 Course status (O,E)	Obligatory (O)	1.6 Mode of instruction (number of hours)	Lectures	30
1.4 Course code			Exercises	30
1.5 Course abbreviation	IWS		Seminars	
1.6 Semester	IV		E-learning	
1.7 ECTS	6	1.7 Place and time of instruction	Premises of the Polytechnic of Međimurje in Čakovec, according to the schedule published on the website	

2. TEACHING STAFF

2.1 Course leader/s-title	Mr. sc. Ivan Hegeduš, senior lecturer	contact	lhegedus@mev.hr
		contact	
2.2 Assistant/s- title		contact	
		contact	
2.3 Instruction held by- title		contact	

3. COURSE DESCRIPTION

3.1 Course goals	Getting acquainted with the basic concepts in tourism and obtaining a scientific basis for monitoring all subjects that provide complete knowledge of the organization and business techniques of other participants in the tourist offer.
3.2 Prerequisites	It is not defined, but for taking the exam it is necessary to attend lectures and write a seminar paper.
3.3 Course outcomes	After successfully completing the course, students will be able to: I1 - Formulate the classification of tourists according to the World Tourism Organization (Level 6) I2 - Assess what are the specific forms of tourism with prominent special features (Level 6) I3 - Formulate tourism motives, tourism needs and their positive and negative sides (Level 6) I4 - Design and identify tourism supply, demand, tourism resources and attractions and tourism mediation (Level 6) I5 - Independently create a tourist offer and tourist arrangement for end users and their clients, and independently create and design a tourist inquiry (6)
3.4 Course content	The course presents contents related to tourism and tourist supply and demand. A number of topics related to the driving factors of tourism, the historical development of tourism at the global level are covered, and the development of tourism in Europe and the Republic of Croatia is also monitored. Students are also introduced to tour operators as the leading leaders in the tourist offer.

3.5 Types of coursework	X	Lectures	X	Exercises		Blended e-learning	X	Individual activities		Laboratory																																																															
		Seminars and workshops		Distant learning		Field classes	X	Multimedia and network		Mentorship																																																															
		Other																																																																							
3.6 Language of instruction	Croatian/English																																																																								
3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)	3,00	Class attendance			Seminars		1	Essay																																																																	
		Class activity			Project			Report/paper																																																																	
	1,00	Midterm exams		1,00	Practical task			Continuous knowledge check																																																																	
		Written exam			Experimental work																																																																				
		Oral exam			Research																																																																				
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Total	5	5	30	30	30	100																																																																			
3.10 Specific features related with taking the course	If a student collects 50% of the points of each outcome, he / she directly takes the exam, provided that he / she has submitted a practical paper. A student cannot access the exam period if he / she has not submitted a practical paper. The practical work is made according to the instructions published on the Merlin system and is submitted by placing it on the Merlin. The practical work is																																																																								

	<p>submitted at least 3 days before the exam deadline. During the exam, it is possible to orally check the knowledge in the preparation of practical work.</p> <p>If a student does not achieve a sufficient number of points on the midterm exam, he cannot access the next midterm exam.</p> <p>Once achieved, the points on the intermediate exams for each learning outcome are no longer deleted unless the student decides to correct the result for each learning outcome, whereby the points won until then are deleted and newly achieved points for that learning outcome are entered.</p> <p>The final grade is obtained on the exam period and is the sum of points earned during classes.</p> <p>Students who did not take the colloquium access the written part of the exam where all learning outcomes are checked, and are required to submit a practical paper before taking the exam.</p>	
3.11 Students obligations	<p>Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to exercise the right to take the exam.</p> <p>If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam.</p> <p>Attendance can be offset by online tuition, organised webinars and added assignments given by teachers. One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In that case, if the student missed more than 50% of classes, and has a justifiable reason/apology, the request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.</p>	
3.12 Written assignments		
3.13 Required reading	1.	Exam literature: Pirjavec, B. (1998): Ekonomska obilježja turizma, Golden marketing, Zagreb
	2.	Čavlek, N., M. Bartoluci, D. Prebežec, O. Kesar (2009), Turizam-ekonomska osnova i organizacijski sustav.Zagreb: Školska knjiga
3.14 Additional reading	1.	Pirjevec, B., Kesar, O. (2002), Počela turizma, Mikrorad i Ekonomski fakultet, Zagreb.Dwyer, L.Forsyth (2006):International Handbook on the Economics of Tourism
	2.	
4 ADDITIONAL COURSE INFORMATION		
4.1 Quality control	<p>The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.</p>	
4.2 Contact the teacher	<p>Students can contact the teacher during the office hours and during classes, while for short questions and explanations they can contact him/her any day during working hours by coming in person or by landline. It is also possible to ask questions by e-mail, which will be answered in 48 hours at the latest. It is</p>	

	desirable for students to come as often as possible for any possible questions during the teacher's office hours.
4.3 Information about the course	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.
4.4 Course contribution to the study program	Develop the breadth of knowledge among students about the possibilities of tourism development in all parts of the Republic of Croatia. Develop awareness of sustainable tourism development in every part of "Lijepa Naša". Select and identify a number of possibilities for possible developments of selective forms of tourism.

5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)

LECTURES				
Hours	Topic and description	Method	Learning outcomes	Course outcome
		<ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 		
1.	Introduction to the course content and introductory lecture and introducing students to the conditions and methods of taking the course. Agreement on seminar papers and methods of presentations	Lecture, pp presentation		I1
2.	Introduction to tourism	Lecture, pp presentation	The student will be able to distinguish and define tourism and classify tourists according to the World Tourism Organization.	I1
3.	Introduction to specific forms of modern tourism	Lecture, pp presentation	The student will be able to explain the concept and types of specific forms of tourism.	I2
4.	Historical development of tourism in the Republic of Croatia and in the world	Lecture, pp presentation	Students will be able to distinguish the historical development of tourism in the Republic of Croatia and the world.	I2
5.	Driving factors of tourism and tourism needs	Lecture, pp presentation	The student will be able to explain the difference between the driving factors	I2

			of tourism and tourism needs.	
6.	Basic features of tourist markets	Lecture, pp presentation	Students will be able to list, explain and distinguish the basic features and characteristics of tourism markets.	13
7.	Spatial and ecological aspects of the impact of tourism	Lecture, pp presentation	The student will be able to list and explain most of the problems that occur in and ecological about the spatial aspect of tourism.	13
8.	Colloquium			
9.	Tourist resources and attractions	Lecture, pp presentation	The student will be able to list and explain the types of natural and social attractions and, also distinguish the types of natural and social resources.	14
10.	Tourist demand	Lecture, pp presentation	The student will be able to understand and explain what the prerequisites for the formation of tourist demand are and what are the main characteristics and target segments of tourist demand.	14
11.	Tourist offer and preconditions for the formation of the tourist offer	Lecture, pp presentation	The student will be able to understand and list the types of forms of tourist offers. They will be able to explain the difference between direct and indirect receptive capacities.	14
12.	Tour operators and main functions of tour operators	Lecture, pp presentation	The student will be able to define the basic characteristics of tour operators and what are their main functions and on what principle of	14

			"large numbers" operate.	
13.	Tourist mediation and basic functions of a travel agency	Lecture, pp presentation	The student will be able to explain and understand the main problems of travel and travel agencies and know how to distinguish between travel agencies and tour operators. They will also know how to make, understand and design a tourist inquiry and tourist offer.	14
14.	Basic differences between tour operators and travel agencies	Lecture, pp presentation	The student will be able to explain the basic differences between tour operators and travel agencies.	14
15.	Colloquium			
EXERCISES/ SEMINARS				
Hours	Topic and description	Method	Learning outcomes	Course outcome
		<ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 		
1.	Assignment	Lecture, pp presentation	Independent creation of tasks	11
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