



# POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

## COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

### 1. GENERAL COURSE INFORMATION

<b>1.1 Course name</b>	<b>Animation in tourism</b>			
<b>1.2 Study program/s</b>	<b>Undergraduate professional study Tourism and Sports Management</b>			
<b>1.3 Course status (O,E)</b>	Mandatory (O)	<b>1.6 Mode of instruction (number of hours)</b>	<b>Lectures</b>	30
<b>1.4 Course code</b>			<b>Exercises</b>	30
<b>1.5 Course abbreviation</b>	AUT		<b>Seminars</b>	
<b>1.6 Semester</b>	V		<b>E-learning</b>	
<b>1.7 ECTS</b>	6	<b>1.7 Place and time of instruction</b>	The premises of the Polytechnic of Međimurje in Čakovec, according to the schedule published on the website.	

### 2. TEACHING STAFF

<b>2.1 Course leader/s-title</b>	Đurđa Somođi, senior lecturer	<b>contact</b>	dsomodji@mev.hr
		<b>contact</b>	
<b>2.2 Assistant/s- title</b>		<b>contact</b>	
		<b>contact</b>	
<b>2.3 Instruction held by- title</b>		<b>contact</b>	

### 3. COURSE DESCRIPTION

<b>3.1 Course goals</b>	After completing the course, students will be able to understand the importance of the system of tourist animation in the modern concept of tourist offer and increased tourist consumption with the satisfaction of tourists and create innovative tourist animation programs.
<b>3.2 Prerequisites</b>	Passed the exam in the course Basics of Tourism
<b>3.3 Course outcomes</b>	After successfully completing the course Animation in Tourism, students will be able to:  I1 - Assess the significance, role, goals, type and quality of animation programs I2 - Predict the effects and performance indicators of animation programs I3 - Formulate the importance of entrepreneurship and animation management in tourism I4 - Evaluate communication, marketing and promotion in tourist animation I5 - Design animation programs according to the needs of the tourist market I6 - Independently create an innovative animation program for the selected tourist location.
<b>3.4 Course content</b>	The course will present the contents related to the types of animation programs in tourism and hospitality, their role and effects on measurable and immeasurable economic indicators, assess the importance of quality animation programs and design and independently create animation programs for selected tourist location with approximate financial calculation and proposal

	for possible application. tenders for obtaining grants from the EU Structural Funds for the development of tourism in the Republic of Croatia.																																																																								
<b>3.5 Types of coursework</b>	x	Lecture	x	Exercises	x	Blended e-learning	x	Individual activities		Laboratory																																																															
		Seminars and workshops		Distant learning		Field classes		Multimedia and network		Mentorship																																																															
		Other																																																																							
<b>3.6 Language of instruction</b>	Croatian																																																																								
<b>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)</b>		Class attendance		2	Seminars			Essay																																																																	
		Class activity		1	Project			Report/paper																																																																	
		Midterm exams			Practical task			Continuous knowledge check																																																																	
	1	Written exam			Experimental work																																																																				
		Oral exam			Research																																																																				
<b>3.8 Assessment and evaluation of students' work during classes and at the final exam</b>	<table border="1"> <thead> <tr> <th>Activity specification</th> <th>Percent %</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;">Assessment during instruction</td> </tr> <tr> <td>Attendance</td> <td>20%</td> <td>20</td> </tr> <tr> <td>Class activity</td> <td>10%</td> <td>20</td> </tr> <tr> <td>Seminar/ project/ essay</td> <td>10%</td> <td>10</td> </tr> <tr> <td>Midterm exam 1</td> <td>30%</td> <td>30</td> </tr> <tr> <td>Midterm exam 2</td> <td>30%</td> <td>30</td> </tr> <tr> <td colspan="3" style="text-align: center;"><i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i></td> </tr> <tr> <td>Written exam</td> <td>60%</td> <td>60</td> </tr> <tr> <td><b>Total:</b></td> <td><b>100%</b></td> <td><b>100</b></td> </tr> </tbody> </table>										Activity specification	Percent %	Points	Assessment during instruction			Attendance	20%	20	Class activity	10%	20	Seminar/ project/ essay	10%	10	Midterm exam 1	30%	30	Midterm exam 2	30%	30	<i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i>			Written exam	60%	60	<b>Total:</b>	<b>100%</b>	<b>100</b>																																	
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<b>3.9 Assessment criteria – analysis per learning outcomes</b>	<table border="1"> <thead> <tr> <th colspan="7">Ways of evaluating learning outcomes</th> </tr> <tr> <th></th> <th>Attendance</th> <th>Activity</th> <th>Mid-term exam 1</th> <th>Mid-term exam 2</th> <th>Practical work</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Outcome 1</td> <td></td> <td></td> <td>10</td> <td></td> <td></td> <td>10</td> </tr> <tr> <td>Outcome 2</td> <td></td> <td></td> <td>10</td> <td></td> <td></td> <td>10</td> </tr> <tr> <td>Outcome 3</td> <td></td> <td></td> <td>10</td> <td></td> <td></td> <td>10</td> </tr> <tr> <td>Outcome 4</td> <td></td> <td></td> <td></td> <td>10</td> <td></td> <td>10</td> </tr> <tr> <td>Outcome 5</td> <td>20</td> <td>5</td> <td></td> <td>10</td> <td>10</td> <td>45</td> </tr> <tr> <td>Outcome not-related</td> <td></td> <td>5</td> <td></td> <td>10</td> <td></td> <td>15</td> </tr> <tr> <td><b>Total</b></td> <td><b>20</b></td> <td><b>10</b></td> <td><b>30</b></td> <td><b>30</b></td> <td><b>10</b></td> <td><b>100</b></td> </tr> </tbody> </table> <p>Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)</p> <p>Points      Grade</p> <p>89 – 100    excellent (5)</p> <p>76 – 88     very good (4)</p> <p>63 – 75     good (3)</p> <p>50 – 62     pass (2)</p> <p>0 – 49      fail (1)</p>										Ways of evaluating learning outcomes								Attendance	Activity	Mid-term exam 1	Mid-term exam 2	Practical work	Total	Outcome 1			10			10	Outcome 2			10			10	Outcome 3			10			10	Outcome 4				10		10	Outcome 5	20	5		10	10	45	Outcome not-related		5		10		15	<b>Total</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>30</b>	<b>10</b>	<b>100</b>
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<b>3.10 Specific features related with taking the course</b>	Vif a student collects 50% of the points of each outcome he can take the exam with condition that he has submitted a seminar and project paper. The student cannot access exam period if he did not submit seminar and project work.																																																																								

	<p>Seminar and design works are made according to the instructions published on the Merlin system and they surrender by placing themselves on Merlin. Project work is submitted at least 3 days before the exam deadline.</p> <p>If a student does not achieve a sufficient number of points in the colloquium, he cannot to approach the next colloquium.</p> <p>Once earned points in colloquia for each learning outcome are no longer deleted unless the student himself decides to correct the score for the individual learning outcome, whereby the points won until then are deleted and entered newly earned points for that learning outcome.</p> <p>The final grade is obtained on the exam period and is the sum of points earned during classes.</p> <p>Students who have not colloqued access the written part of the exam where they check all learning outcomes, and are obliged to submit them before taking the exam project and seminar work.</p> <p>In case students achieve 50% of each learning outcome and they are not collected a minimum number of points for a positive grade, it is possible orally checking knowledge around each learning outcome.</p>								
<p><b>3.11 Students obligations</b></p>	<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>								
<p><b>3.12 Written assignments</b></p>	<p>Seminar and project papers must be written in computer and may have a maximum of 15 - 20 pages of text (Times New Roman, font 12) from introduction to conclusion, together with pictures, appendices, tables, etc. Seminar papers must have an adequate title page, content, bookmarked pages and literature. The seminar paper should be divided into chapters and contain a list of references and a list of figures and tables and graphs and finally a summary / conclusion in the size of 250 words. The student guarantees the authenticity of the work with his signature.</p>								
<p><b>3.13 Required reading</b></p>	<table border="1"> <tr> <td data-bbox="507 1601 582 1675">1.</td> <td data-bbox="582 1601 1476 1675">Cerovic, Z. (2008). Animation in tourism. Faculty of Tourism and Hotel Management. Opatija.</td> </tr> <tr> <td data-bbox="507 1675 582 1713">2.</td> <td data-bbox="582 1675 1476 1713">Lecture notes</td> </tr> <tr> <td data-bbox="507 1713 582 1892">3.</td> <td data-bbox="582 1713 1476 1892">Somođi, Đ., Horvat, D.M. and Gregorić, M. (2018). Animation in tourism as a stimulus for the development of rural tourism in the Republic of Croatia on the examples of the Zelengaj picnic area and the Štampar Winery in Međimurje County. Proceedings of the ITEM conference. Volume 2, p. 3-8. Međimurje Polytechnic in Čakovec. Čakovec.</td> </tr> <tr> <td data-bbox="507 1892 582 2027">4.</td> <td data-bbox="582 1892 1476 2027">Gregorić, M., Somođi, Đ., Pomper, R. Zrinski Castle on the Water as an Innovative Tourist Product of the Cultural and Historical Heritage of the City of Čakovec, International Congress of Historic Towns of Solin on March 28, 2019, professional work of students and mentors</td> </tr> </table>	1.	Cerovic, Z. (2008). Animation in tourism. Faculty of Tourism and Hotel Management. Opatija.	2.	Lecture notes	3.	Somođi, Đ., Horvat, D.M. and Gregorić, M. (2018). Animation in tourism as a stimulus for the development of rural tourism in the Republic of Croatia on the examples of the Zelengaj picnic area and the Štampar Winery in Međimurje County. Proceedings of the ITEM conference. Volume 2, p. 3-8. Međimurje Polytechnic in Čakovec. Čakovec.	4.	Gregorić, M., Somođi, Đ., Pomper, R. Zrinski Castle on the Water as an Innovative Tourist Product of the Cultural and Historical Heritage of the City of Čakovec, International Congress of Historic Towns of Solin on March 28, 2019, professional work of students and mentors
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<b>3.14 Additional reading</b>	1.	Andrijašević, M. (1999). Animation in the hotel and tourist offer. Croatian Association of Hoteliers and Restaurateurs Opatija.
	2.	Milohnic, I. (2010). Education of animation experts in tourism. Croatian scientific and professional conference on management in tourism and sports, Vol.1 No.1. Međimurje Polytechnic in Čakovec. Čakovec.

#### 4 ADDITIONAL COURSE INFORMATION

<b>4.1 Quality control</b>	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.
<b>4.2 Contact the teacher</b>	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 desirable for students to come as often as possible for any possible questions during the teacher's office hours.
<b>4.3 Information about the course</b>	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.
<b>4.4 Course contribution to the study program</b>	Plan tourism development at local, regional and national levels Apply economic tools in tourism market analysis Present information, ideas, problems and solutions to the professional and general public Critically evaluate arguments, assumptions and data in order to form an opinion and contribute to the solution of the problem

#### 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
1.	<i>Significance, role and goals of animation</i>	<ul style="list-style-type: none"> <li>• Direct teaching (lecture, instruction, pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group learning</li> <li>• Case study</li> <li>• Field classes...</li> </ul>	Explain the concept and meaning of animation in tourism, review the goals of animation and compare the principles of animation.	1

2.	Approaches and types of animation programs	Presentation, pp presentation, discussion	Evaluate the content of the animation program in selected hotel companies on a real example from practice.	1
3.	Factors for programming animation programs	Presentation, pp presentation	Critically evaluate the quality of tourist animation programs, compare different factors of animation programs, evaluate the quality of animation programs on examples from practice. Present an animation program aimed at a specific target group.	1
4.	Team building as a recognizable animation program	Presentation, pp presentation	Assess the importance and purpose of team building for groups on a case study example.	1
5.	Models and techniques for measuring satisfaction with the offered animation programs	Presentation, pp presentation, discussion	Choose models and techniques for measuring guest satisfaction. Evaluate the success of the implemented methods for measuring guest satisfaction. Create survey and interview questions to measure guest satisfaction.	2
6.	Choose models and techniques for measuring guest satisfaction. Evaluate the success of the implemented methods for measuring guest satisfaction. Create survey and interview questions to measure guest satisfaction.	Presentation, pp presentation, learning by discovery	Recognize methods in the evaluation of animation programs as well as entrepreneurial efficiency on real examples from practice. Evaluate financial performance indicators of animation programs in tourism and managerial	3

			functions in animation.	
7.	Colloquium			1,2,3,
8.	Communication in tourist animation	Presentation, pp presentation	Break down communication and evaluate the communication process in tourist animation on a real example, evaluate the factors that affect the success of communication.	4
9.	Animator in tourist animation	Presentation, guest lecturer - tourist animator, discussion	Find out all about the profession of tourist animator and get clear information on how you can achieve in this profession.	4
10.	Marketing mix in tourist animation	Exposition, an example from practice	Explain the marketing mix in tourist animation on a real example.	4
11.	Promotion and propaganda of tourist animation programs	Presentation, pp presentation	Identify and create promotion goals for animation programs for the selected destination.	4
12.	Sales channels for tourist animation programs	Presentation, pp presentation	Explain the most important sales channels of animation programs.	4
13.	Innovative animation programs	Case study	Interpret how to design an animation program according to the needs of the tourism market.	5
14.	Sources of grants to finance innovative tourist animation programs	Presentation, pp presentation	Identify the tenders of the Structural Funds for the award of EU grants for the development of tourism in the Republic of Croatia.	6
15.				
<b>EXERCISES/ SEMINARS</b>				

Hours	Topic and description	<b>Method</b> <ul style="list-style-type: none"> <li>• Direct teaching (lecture, instruction, pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group learning</li> <li>• Case study</li> <li>• Field classes...</li> </ul>	Learning outcomes	Course outcome
1.	Defining the term tourist animation	Independent learning by discovery	Explain the concept and meaning of tourist animation in an example from practice.	1
2.	Goals and principles of tourist animation	Direct teaching	Determine the goals and principles of tourist animation with exercise.	1
3.	The meaning of hobbies and games - the basis of tourist animation	Guided learning by discovery	Assess which is the most appropriate animation program for a particular guest population and why.	1
4.	Determine the basics of the European approach to animation in tourism	Independent learning by discovery	Identify the basics of the European approach to animation in tourism and compare with our approach.	2
5.	Models and techniques for measuring satisfaction with the offered animation programs	Presentation, pp presentation, discussion	Choose models and techniques for measuring guest satisfaction. Evaluate the success of the implemented methods for measuring guest satisfaction. Create survey and interview questions to measure guest satisfaction.	2
6.	Entrepreneurship and animation management in tourism	Presentation, pp presentation, learning by discovery	Recognize methods in the evaluation of animation programs as well as entrepreneurial efficiency on real	3

			examples from practice. Evaluate financial performance indicators of animation programs in tourism and managerial functions in animation.	
<b>7.</b>	Colloquium			1,2,3,
<b>8.</b>	Communication in tourist animation	Presentation, pp presentation	Break down communication and evaluate the communication process in tourist animation on a real example, evaluate the factors that affect the success of communication.	4
<b>9.</b>	Animator in tourist animation	Presentation, guest lecturer - tourist animator, discussion	Learn all about the profession of tourist animator and get clear information on how you can achieve in this profession.	4
<b>10.</b>	Marketing mix in tourist animation	Exposition, an example from practice	Explain the marketing mix in tourist animation as a real example.	4
<b>11.</b>	Promotion and propaganda of tourist animation programs	Presentation, pp presentation	Identify and create promotion goals for animation programs for the selected destination.	4
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			award of EU grants for the development of tourism in the Republic of Croatia.	
<b>15.</b>	Kolokvij			4,5,6