



# POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

## COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

### 1. GENERAL COURSE INFORMATION

<b>1.1 Course name</b>	<b>THE ECONOMICS OF TOURISM</b>			
<b>1.2 Study program/s</b>	Mandatory (M)			
<b>1.3 Course status (O,E)</b>		<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>	IWS		<b>Seminars</b>	
<b>1.6 Semester</b>	IV		<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>	Mr. sc. Ivan Hegeduš	<b>contact</b>	<a href="mailto:lhegedus@mev.hr">lhegedus@mev.hr</a>
		<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

3.1 Course goals	Teaching objectives: Understanding the specific economic laws that govern the tourism market. Mastering skills in understanding contemporary trends in tourism, especially from an economic point of view. Adoption of a conceptual framework for economic analysis of all segments of tourism using relevant methods in the function of management, marketing, development planning and tourism policy.									
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	It is expected that the student, after completing the course of tourism economics, will be able to: 11. Formulate the principles of economics and tourism (Level 6) 12. Assess the organizational structure of tourism and the level of organization of tourism in the Republic of Croatia (Level 6) 13. Design tourism planning and create sustainable tourism development (Level 6) 14. Develop, create and evaluate tourist offer in catering and economic effects in tourism (Level 6) 15. Critically assess tourism policy and sustainable tourism development and rank and valorize the interdependence of tourism and transport									
3.4 Course content										
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																																																																	
3.8 Assessment and evaluation of students' work during classes and at the final exam	<table><tr><th>Activity specification</th><th>Percent %</th><th>Points</th></tr><tr><td colspan="3">Assessment during instruction</td></tr><tr><td>Attendance</td><td>5%</td><td>5</td></tr><tr><td>Class activity</td><td>5%</td><td>5</td></tr><tr><td>Seminar/ project/ essay</td><td>30%</td><td>30</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">Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester</td></tr><tr><td>Written exam</td><td>60%</td><td>60</td></tr><tr><td>Total:</td><td>100%</td><td>100</td></tr></table>						Activity specification	Percent %	Points	Assessment during instruction			Attendance	5%	5	Class activity	5%	5	Seminar/ project/ essay	30%	30	Midterm exam 1	30%	30	Midterm exam 2	30%	30	Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester			Written exam	60%	60	Total:	100%	100																																	
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	3.9 Assessment criteria – analysis per learning outcomes	<table><tr><th colspan="6">Ways of evaluating learning outcomes</th><th></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><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>5</td><td>15</td></tr><tr><td>Outcome 3</td><td></td><td></td><td>10</td><td></td><td>5</td><td>15</td></tr><tr><td>Outcome 4</td><td></td><td></td><td></td><td>20</td><td>10</td><td>30</td></tr><tr><td>Outcome 5</td><td></td><td></td><td></td><td>10</td><td>10</td><td>20</td></tr><tr><td>Outcome not-related</td><td>5</td><td>5</td><td></td><td></td><td></td><td>10</td></tr><tr><td>Total</td><td>5</td><td>5</td><td>30</td><td>30</td><td>30</td><td>100</td></tr></table>						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		5	15	Outcome 3			10		5	15	Outcome 4				20	10	30	Outcome 5				10	10	20	Outcome not-related	5	5				10	Total	5	5	30	30	30
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Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)																																																																					
Points      Grade																																																																					
91 – 100    excellent (5)																																																																					
81 – 90     very good (4)																																																																					
66 – 80     good (3)																																																																					
51 – 65     pass (2)																																																																					
0 – 50      fail (1)																																																																					
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 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. If a student does not achieve a sufficient number of points on the midterm exam, he / she cannot access the next midterm exam.																																																																				

	<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 midterm, 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>	
<b>3.11 Students obligations</b>	<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. 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>	
<b>3.12 Written assignments</b>		
<b>3.13 Required reading</b>	1.	<b>For the exam:</b> <b>Čavlek, N., M. Bartoluci, D. Prebežec, O. Kesar (2009), „Turizam-ekonomska osnova i organizacijski sustav“, Zagreb 2011.</b>
	2.	
<b>3.14 Additional reading</b>	1.	<b>Pirjevec, B., Kesar, O. (2002), Počela turizma, Mikrorad i Ekonomski fakultet, Zagreb. Dwyer, L. Forsyth (2006): International Handbook on the Economics of Tourism</b>
	2.	
<b>4 ADDITIONAL COURSE INFORMATION</b>		
<b>4.1 Quality control</b>	<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>	
<b>4.2 Contact the teacher</b>	<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 desirable for students to come as often as possible for any possible questions during the teacher's office hours.</p>	

<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>	

#### 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	<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.	Introduction to the content of the course 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 economics and tourism	Lecture, pp presentation		I1
3.	The main trends in the tourism market and the main trends that dominate the supply market	Lecture, pp presentation		I2
4.	Organizational structure of tourism and levels of organizations in Croatian tourism	Lecture, pp presentation		I2
5.	Planning and sustainable development of tourism and policy of sustainable development of tourism	Lecture, pp presentation		I2
6.	Tourism consumption and economic effects of tourism	Lecture, pp presentation		I3
7.	Catering as a basis for tourism development	Lecture, pp presentation		I3
8.	Midterm			
9.	Tourism policy	Lecture, pp presentation		I4
10.	Determinants of the new tourism policy in the Republic of Croatia	Lecture, pp presentation		I4
11.	Interdependence of tourism and transport	Lecture, pp presentation		I4

12.	Types of passenger traffic	Lecture, pp presentation		I4
13.	Non-economic (social) functions of tourism	Lecture, pp presentation		I4
14.	Cultural and educational function of tourism	Lecture, pp presentation		I4
15.	Midterm			
<b>EXERCISES/ SEMINARS</b>				
<b>Hours</b>	<b>Topic and description</b>	<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>	<b>Learning outcomes</b>	<b>Course outcome</b>
1.	Assignment	Lecture, pp presentation	Independent making of the assignment	I1
2.				
3.				
4.				
5.				
6.				
7.				
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9.				
10.				
11.				
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