#### POLYTECHNIC OF MEÐIMURJE IN ČAKOVEC

MMVIII											
COURSE SYLLABUS											
	Α	CADEMIC	YΕ	AR: 2020	/20	21					
1. GENERAL COURSE INFO	RM/	ATION			•						
1.1 Course name	TH	IE ECONOMI	CS (	OF TOURISM							
1.2 Study program/s	M	andatory (M	)								
1.3 Course status (O,E)				1.0	5 Mo	de of	Lec	tures	30		
1.4 Course code					ins	struction	Exe	rcises	30		
1.5 Course abbreviation	IW	/S			-	umber of		ninars			
1.6 Semester	IV					urs)		arning			
1.7 ECTS	6			1.	7 Pla	ce and		premises			
						ne of		technic o			
					ins	struction		ovec, acco		_	
								edule pub	lish	ed	on the
2. TEACHING STAFF							wer	site			
2.1 Course leader/s-title	M	r. sc. Ivan He	og o	luš <b>co</b>	ntac	+	lhe	gedus@m	ov k	ar.	
2.1 Course reader/s-title	171	i. sc. ivali ile	geu		ntac		IIIC	<u>seaus@iii</u>	CV.I	<u> </u>	
2.2 Assistant/s- title					ntac	_					
					ntac						
2.3 Instruction held by-					ntac	-					
title											
3. COURSE DESCRIPTION											
3.1 Course goals	Те	aching objec	ctive	es: Understar	ding	the specific	eco	nomic lav	vs tł	hat	govern the
				Mastering sk	tourism market. Mastering skills in understanding contemporary trends in						
	to	tourism, especially from an economic point of view. Adoption of a conceptual						-	•	-	
		•			non	nic point of	view	. Adoptio	n o	f a	conceptual
	fra	mework for	ec	onomic anal	onon ysis	nic point of of all segm	view ents	. Adoptio	n o	f a usir	conceptual ng relevant
	fra me	mework for ethods in th	ec e fu	onomic anal unction of m	onon ysis	nic point of of all segm	view ents	. Adoptio	n o	f a usir	conceptual ng relevant
2.2 Provoquicitos	fra me an	mework for ethods in th d tourism po	ec e fu olicy	onomic anal unction of m	onom ysis anag	nic point of of all segm gement, ma	view ents rket	of touris	on o sm i	f a usir ner	conceptual ng relevant nt planning
3.2 Prerequisites	fra me an It i	nmework for ethods in th d tourism po is not define	e fu e fu olicy d, b	onomic anal unction of m v. ut for taking	onom ysis anag	nic point of of all segm gement, ma	view ents rket	of touris	on o sm i	f a usir ner	conceptual ng relevant nt planning
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3.2 Prerequisites  3.3 Course outcomes	fra me an It i wr	ethods in the discourse point of tourism point define the a seminal sexpected to the tour tour the a sexpected to the tour the to	e function economics of the contract of the co	onomic anal unction of m v. ut for taking aper the student,	onomysis anag	nic point of of all segm gement, ma exam it is no	view ents rket ecess	d. Adoption of touristing, develor	on or sm ( lopr	f a usir mer	conceptual ng relevant nt planning ctures and
•	fra me an It i wr	ethods in the discourage point define ite a seminal sexpected to economics	e function	onomic anal unction of m n. ut for taking aper	onomysis anag the e	nic point of of all segm gement, ma exam it is no r completin	view ents rket ecess g the	Adoption of touristing, development to att	end	f a usir mer	conceptual ng relevant nt planning ctures and
•	fra mo an It i wr It i	ethods in the discourse point of the discourse of the dis	e function economics of the function economi	onomic anal unction of m /. ut for taking aper the student, ill be able to:	onomysis anagonates the ecore	nic point of of all segment, magement, magexam it is not recompleting and	view ents rket ecess g the	y. Adoption of touristing, development to attended to attended to a course of the cour	end of to	f a usir mer	conceptual ng relevant nt planning ctures and
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•	fra me an It i wr It i 11	ethods in the distriction to the distriction of the	e function	onomic analunction of modern of mode	onomysis anagother afte ecoretic fructions after the F	nic point of of all segment, made exam it is not be recompleting the completing and the completing and the control of the cont	view ents rket ecess g the tour sm a Croa	Adoption of touristing, development to attended to the levelopment of	rend f to lopr	f a usir mer I led	conceptual ng relevant nt planning ctures and
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3.4 Course content	111 12 13 14 15	emework for ethods in the d tourism posts not define ite a seminal is expected to economics . Formulate . Assess the organizatio . Design tour (Level 6) . Develop, contents in the effects in the . Critically as rank and verse.	e function of the control of the con	onomic analunction of man.  ut for taking aper the student, ill be able to: principles of anizational stoff tourism in planning and e and evaluatism (Level 6) is tourism porize the inter	anage afte ecorruction of the Foundation of the	nic point of of all segment, magement, magement, magement is not completing and the completing are of tourist eate sustain and	view ents rket ecess g the tour sm a Croa able n cat ble t	Adoption of touristing, development to attend the level tourism of tourism of the development ourism decourism decou	on of smilloprice of to fit of the fi	f a usir mer l lec	conceptual ng relevant nt planning ctures and sm oment mic ment and t
3.3 Course outcomes	fra mo an Itii wr Iti 111 12 13	emework for ethods in the d tourism position of the is not define ite a seminal s expected to economics . Formulate . Assess the organization . Design tout (Level 6) . Develop, controlled effects in the . Critically as rank and we	e function of the control of the con	onomic analunction of modern of mode	anage afte ecorruction of the Foundation of the	nic point of of all segment, made exam it is not be recompleting and the completing and the control of the cont	view ents rket ecess g the tour ssm a Croa able n cat	Adoption of touristing, development to attend the level tourism of tourism of the development ourism down and trust activities	on or	f a usir mer l lec	conceptual ng relevant nt planning ctures and sm  oment mic ment and
3.4 Course content	111 12 13 14 15	emework for ethods in the d tourism posts not define ite a seminal is expected to economics . Formulate . Assess the organizatio . Design tour (Level 6) . Develop, contents in the effects in the . Critically as rank and verse.	e function of the control of the con	onomic analunction of man.  ut for taking aper the student, ill be able to: principles of anizational stoff tourism in planning and e and evaluatism (Level 6) is tourism porize the inter	anage afte ecorruction of the Foundation of the	nic point of of all segment, made exam it is not be recompleting and the recompleting are of tourist offer in the sustainal and endence of the sustainal and	view ents rket ecess g the tour sm a Croa able n cat ble t	Adoption of touristing, development to attend the level tourism of tourism of the level touri	on or	f a usir mer l lec	conceptual ng relevant nt planning ctures and sm oment mic ment and t

		Other							
3.6 Language of instruction	Cro	roatian/english							
3.7 Monitoring students'	3,00	Class atter	ndance		Seminars	1	Essay		
work (enter the number of ECTS		Class activ	rity		Project		Report/paper		
credits for each	1,00	1,00 Midterm exams		1,00	Practical task		Continuous knowledge check		
activity so that the total number of ECTS		Written ex	kam		Experimental work				
credits is equal to		Oral exam			Research				
the total ECTS value of the course, 1 ECTS									
= 30 hours)									
3.8 Assessment and									

3.8 Assessment and evaluation of students' work during classes and at the final exam

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 fullfil all the obligatory						
requirements during the semester						
Written exam	60%	60				
Total:	100%	100				

# 3.9 Assessment criteria – analysis per learning outcomes

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	100	

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.

		achieved, the points on the intermediate exams for each learning				
		ome are no longer deleted unless the student decides to correct the result				
		ach learning outcome, whereby the points won until then are deleted and				
	newl	y achieved points for that learning outcome are entered.				
	The f	inal grade is obtained on the exam period and is the sum of points earned				
	durin	g classes.				
	Stude	ents 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					
		r before taking the exam.				
3.11 Students obligations		ime students are required to attend at least 70% of the total number of				
3.11 Stadents obligations		s of lectures and exercises in order to exercise the right to take the exam.				
		time students are required to attend at least 30% of the total number of				
		·				
		s of lectures and exercises in order to exercise the right to take the exam.				
		student has not fulfilled all the obligations set by the course, he is				
	_	ed to attend the lectures again and meet the conditions for taking the				
	exam					
		ndance can be offset by online tuition, organised webinars and added				
	assig	nments given by teachers. One lesson lasts 45 minutes, and several hours				
	form	a teaching unit. Absence from one teaching unit is counted as one				
	abse	nce. Delays and apologies are recorded separately. In that case, if the				
	stude	ent missed more than 50% of classes, and has a justifiable				
	reaso	on/apology, the request should be submitted to the Department Council,				
	whic	n then decides on the justification of student absences with the				
	oblig	atory opinion of the course leader.				
3.12 Written						
assignments						
3.13 Required reading		For the exam:				
	1.	Čavlek, N., M. Bartoluci, D. Prebežec, O. Kesar (2009), "Turizam-				
		ekonomska osnova i organizacijski sustav", Zagreb 2011.				
	2.					
	۷.					
		Divisus B. Kasar O. (2002). Bažala turimus Mikrarad i Ekonomaki				
3.14 Additional reading		Pirjevec, B., Kesar, O. (2002), Počela turizma, Mikrorad i Ekonomski fakultet, Zagreb.Dwyer, L.Forsyth (2006):International Handbook on				
	1.	the Economics of Tourism				
		=				
	2.					
4 ADDITIONAL COLLEGE IN	ORM	ATION				
4 ADDITIONAL COURSE INI						
4.1 Quality control	The o	uality of the program, teaching process, teaching skills and level of				
	The o	quality of the program, teaching process, teaching skills and level of ery of the material will be established by conducting a written evaluation				
	The o	quality of the program, teaching process, teaching skills and level of ery of the material will be established by conducting a written evaluation d on questionnaires, and in other standardised ways and in accordance				
4.1 Quality control	The or mast based with	quality of the program, teaching process, teaching skills and level of ery of the material will be established by conducting a written evaluation d on questionnaires, and in other standardised ways and in accordance the by-laws of the Polytechnic of Međimurje in Čakovec.				
	The omast based with	quality of the program, teaching process, teaching skills and level of ery of the material will be established by conducting a written evaluation d on questionnaires, and in other standardised ways and in accordance the by-laws of the Polytechnic of Međimurje in Čakovec.				
4.1 Quality control	The omast based with Stude while	quality of the program, teaching process, teaching skills and level of ery of the material will be established by conducting a written evaluation d on questionnaires, and in other standardised ways and in accordance the by-laws of the Polytechnic of Međimurje in Čakovec.  ents can contact the teacher during the office hours and during classes, of for short questions and explanations they can contact him/her any day				
4.1 Quality control	The omast based with Stude while durin	quality of the program, teaching process, teaching skills and level of ery of the material will be established by conducting a written evaluation d on questionnaires, and in other standardised ways and in accordance the by-laws of the Polytechnic of Međimurje in Čakovec.  ents can contact the teacher during the office hours and during classes, of for short questions and explanations they can contact him/her any day g working hours by coming in person or by landline. It is also possible to				
4.1 Quality control	The or mast based with Stude while during ask q	quality of the program, teaching process, teaching skills and level of ery of the material will be established by conducting a written evaluation of on questionnaires, and in other standardised ways and in accordance the by-laws of the Polytechnic of Međimurje in Čakovec.  Tents can contact the teacher during the office hours and during classes, of for short questions and explanations they can contact him/her any day g working hours by coming in person or by landline. It is also possible to uestions by e-mail, which will be answered in 48 hours at the latest. It is				
4.1 Quality control	The c mast based with Stude while durin ask q desir	quality of the program, teaching process, teaching skills and level of ery of the material will be established by conducting a written evaluation d on questionnaires, and in other standardised ways and in accordance the by-laws of the Polytechnic of Međimurje in Čakovec.  ents can contact the teacher during the office hours and during classes, of for short questions and explanations they can contact him/her any day g working hours by coming in person or by landline. It is also possible to uestions by e-mail, which will be answered in 48 hours at the latest. It is able for students to come as often as possible for any possible questions				
4.1 Quality control	The c mast based with Stude while durin ask q desir	quality of the program, teaching process, teaching skills and level of ery of the material will be established by conducting a written evaluation of on questionnaires, and in other standardised ways and in accordance the by-laws of the Polytechnic of Međimurje in Čakovec.  The teacher during the office hours and during classes, of for short questions and explanations they can contact him/her any day g working hours by coming in person or by landline. It is also possible to uestions by e-mail, which will be answered in 48 hours at the latest. It is				

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	

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

the course)							
		LECTURES					
Hours	Topic and description	Method  • Direct teaching (lecture, instruction, pp presentation)  • Discovery learning (individual, lead, discussion)  • Group learning  • Case study  • Field classes	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		l1			
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		12			
4.	Organizational structure of tourism and levels of organizations in Croatian tourism	Lecture, pp presentation		12			
5.	Planning and sustainable development of tourism and policy of sustainable development of tourism	Lecture, pp presentation		12			
6.	Tourism consumption and economic effects of tourism	Lecture, pp presentation		13			
7.	Catering as a basis for tourism development	Lecture, pp presentation		13			
8.	Midterm						
9.	Tourism policy	Lecture, pp presentation		14			
10.	Determinants of the new tourism policy in the Republic of Croatia	Lecture, pp presentation		14			
11.	Interdependence of tourism and transport	Lecture, pp presentation		14			

12.		Lecture, pp					
12.	Types of passenger traffic	presentation		14			
13.	Non-economic (social) functions of	Lecture, pp					
13.	tourism	presentation		14			
14.	Cultural and educational function	Lecture, pp					
	of tourism	presentation		14			
15.	Midterm	P. Coomeron					
EXERCISES/ SEMINARS							
		Method					
		Direct teaching (lecture,					
		instruction, pp					
		presentation)					
Hours	Topic and description	Discovery learning	Learning outcomes	Course			
Hours	Topic and acsemption	(individual, lead, discussion)	Learning outcomes	outcome			
		Group learning					
		Case study					
		Field classes					
1.			Independent				
1.	Assignment	Lecture, pp		l1			
	Assignment	presentation	making of the assignment	11			
2.			assignment				
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							
11.							
12.							
13.							
14.							
15.							