MEÐIMURJE POL										
POLYTECHNIC OF										
SYLLABUS COURSE										
	ACADEMIC YEAR:	2020/	2021							
1. GENERAL INFORMATIO	ON ABOUT THE COURSE	·								
. Course title	Development of innova	Development of innovative tourism products								
. Study program (s)	Professional Undergrad	duate Stu	dies <i>, Tourism</i>	and Spc	ort Mana	gemei	nt			
. Course status (O, I)	Elective (I)		ching	Lectur	es	30				
. Course code			thods	Exercis	ses					
. Course abbreviation	ITP development		mber of	Semin	ar	15				
. Semester	VI	hou	irs)	E-learr	ning					
. Credit value (ECTS)	4		ce and time lasses	Čakove		ule po	olytechnics osted on the			
2. TEACHING STAFF										
. Holder / s-title	Đurđa Somođi, v. Pred	. itact		dsome	odji@mev	/.hr				
		tact								
. Assistant / and-title		tact								
		tact								
. Contractor / title		tact								
		tact								
<b>3. COURSE DESCRIPTION</b>										
. Course objectives . Requirements for	Compiled and innovative the famous tourist destina EU Structural Funds for t potential of such project traffic without investing it Animation in tourism	ation with tourism de ts is to att	a proposal fun evelopment of ract more tou	ded tion the mem	not repaya ber state	able fu s . In p	inds from the portance and			
enrollment and taking the course										
Learning outcomes	After successfully completing the course Development of Innovative Tourist Products, students will be able to: Assess the importance and potential of innovation in tourism and sport Develop good ideas in the dentificiranjem tourist will need an Formulate a statement of needs and goals and objectives Design an action plan, budget and evaluation of an innovative tourism product Apply curriculum mind in making conceptual th December jekt and Auto-create innovative tourist Dec. copy in the form of a preliminary design for the chosen tourist location.									
al 3.4. Course content			Blended e-		donordord					
. Types of teaching	x Lectures Exer	rcises	learning	х	idependent isks		Laboratory			

	S	eminars										
		nd		Distanc			Field work		Multime		х	Mentoring
	v	vorkshops		educati	on				and net	NOLK		work
	C	)ther:										
. Performance language	Croa	tian / Eng	glish									
. Monitoring student	1.5	Class atte	endanc	e		Ser	ninar paper			Essay	,	
work (enter the number of ECTS credits	0,5	Teaching	activit	у	1	Pro	oject			Repo	rt	
for each activity so that	1	Colloquia				Pra	actical work			Conti asses		
the total number of ECTS credits		Written e	exam			Exp	perimental wo	ork				
corresponds to the		Oral exar	n			Res	search					
credit value of the course)									•			
. Assessment and												
evaluation of student		A	ctivity	specific			Percentage		poi	nts		
work during classes and					Evalua	tion	during classes	S				
at the final exam		Class a					10 %			0		
		Teachi	-	vity			10 %			0	_	
		P rojec Colloqu					4 0 % 20 %		4	0	_	
		Colloqu					20 %			0	_	
				ехат и	ork for s	tude	ents who did i	not tal		-		
		Writte			,		4 0%		4			
		In tota	l:				100% 100					
. Evaluation criteria - elaboration by				Metho	od of pas	sing	g the outcome	9				
outcomes			Class	Т	eaching		Colloquium	Collo	oquium	Project		In total
		att	endan	ce a	activity		1		2	Flojeci	•	
	Outo	com										10
	Out						10					
		com										1.0
	e 2						10 10					10
	e 2 Outo e 3								10			10 10
	Outo e 3 Outo	com							10			
	Oute e 3 Oute e 4 Oute	com								20		10
	Outo e 3 Outo e 4	com										10 10 20
	Oute e 3 Oute e 4 Oute e 5 Oute e 6	com								20 20		10 10
	Outo e 3 Outo e 4 Outo e 5 Outo e 6 Outo	com										10 10 20
	Outo e 3 Outo e 4 Outo e 5 Outo e 6 Outo the	com	10		10							10 10 20
	Outo e 3 Outo e 4 Outo e 5 Outo e 6 Outo the outo	com					10		10	20		10 10 20 20
	Oute e 3 Oute e 4 Oute e 5 Oute e 6 Oute the oute	com	10	in ord	10		10		20	20 <b>4 0</b>		10 10 20 20 100
	Outo e 3 Outo e 4 Outo e 5 Outo e 6 Outo the outo Scori achie	com com com side come otal ing outco eve at lea	<b>10</b> mes ( st 509		<b>10</b> er to pa		10	ium /	10 20 ' exam t	20 <b>4 0</b>	den	10 10 20 20 100
	Outo e 3 Outo e 4 Outo e 5 Outo e 6 Outo the outo Scori achie Rat	com com com com com com com com	<b>10</b> mes ( st 509	% poin	<b>10</b> er to pa		10 20 the colloqu	ium /	10 20 ' exam t	20 <b>4 0</b>	den	10 10 20 20 100
	Outo e 3 Outo e 4 Outo e 6 Outo the outo In t Scori achie Rat	com com com side otal otal ing outco eve at lea ing Points 100 Excel	<b>10</b> mes ( st 50% s	% point 5)	<b>10</b> er to pa		10 20 the colloqu	ium /	10 20 ' exam t	20 <b>4 0</b>	den	10 10 20 20 100
	Outo e 3 Outo e 4 Outo e 5 Outo e 6 Outo the outo Scori achie Rat 89 - 2	com com com com com com com com	<b>10</b> mes ( st 509 s lent ( ood (	% point 5)	<b>10</b> er to pa		10 20 the colloqu	ium /	10 20 ' exam t	20 <b>4 0</b>	den	10 10 20 20 100

	50 - 62 Enough (2)					
	0 - 49 Insufficient (1)					
0. Specifics related to	If a student collects 50% of the points of each outcome, he / she directly takes the oral					
taking the course	exam.					
	If a student does not achieve a sufficient number of points on the midterm exam, he / she cannot take the next midterm exam. Once won points in intermediate exams for each learning outcome are no longer deleted unless the student decides to correct the result for a particular learning outcome, whereby the points won until then are deleted and newly earned points for that learning outcome					
	are entered . Homework points are awarded according to the quality of the task and the answers to the questions related to the task. Points earned by assignments, flashes and attendance are retained by the student throughout the academic year and can only be corrected exceptionally, with the express approval of the subject teacher. A student cannot access the exam period if he / she has not submitted a seminar paper.					
	The seminar paper is submitted at least 3 days before the exam deadline. The final grade is obtained in the oral part of the exam					
.1 . Student obligations	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 provided by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam. Attendance can be offset by online consultations, organized 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 this case, that the student has missed more than 50% settings will , and there is good reason /					
	excuse should submit a request to the Council of the department who will then decide on the justification of student absences with mandatory opinion lecturer.					
2. Written works	Seminar / project papers must be computer written and may have a maximum of 12 -20 text cards (Times New Roman, font 12) from introduction to conclusion, together with pictures, appendices to tables, etc. Seminar / project papers must have an adequate title page, content, bookmarked pages and literature. The seminar / project work should be divided into project 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.					
3 . Required reading	<ol> <li>Bartoluci , M. (2013): Managing Tourism Development and</li> <li>Entrepreneurship: tourists F to policy development and entrepreneurship in tourism, School books, Zagreb.</li> </ol>					
	2. Prester , J. (2010): Innovation Management, Synergy, Zagreb					
4 . Supplementary literature	Journal articles: 1. Author of the article (Čavlek , N .; Matečić , I .; Ferjanić Hodak, D.), title of the article (Drivers of innovation in tourism: Some					

		theoretica	l and practical aspects), Acta	a turistica, Vol.22 / 2010.	No.2,				
		pp.20122	O.URL:		-				
		• • • •	ak.srce.hr/index.php?show=						
			Cooper, C., Challenges and innovations in tourism: Revitalization of mature destinations, Acta turistica, Vol. 28/2016, No. 2, p.						
			0; URL: http://hrcak.srce.hr/173560. obligatory one foreign						
			and relevant articles	75500. Obligatory one for	eign				
		F							
4. ADD	DITIONAL INFORMA	TION ABOUT THE	COURSE						
. Quality	y control		e program, teaching process	-					
		-	aterial will be established b						
		-	nnaires, and in other stand he Polytechnic of Međimur	•	dance				
Conta	acting the teacher		tact the teacher during the	•	luring				
. conte			short questions and explan	•	-				
		-	ours by coming in person of	•					
			ail, which will be agreed up						
			students come to the consu						
		ambiguities.			-				
. Infor	ming about the	It is the obligatio	n of each student to be regu	ularly informed about the	course.				
course		All notifications a	bout the holding or possible postponement of classes will be						
		posted on the bu	lletin board and on the website of the Polytechnic at least 24						
		hours in advance							
	ntribution of the		stimate the economic tools	in the analysis of the tour	rism				
	to the study	market . Plan tourism development at local, regional and national levels .							
progra	Im		forms and sustainability of						
5. DFV	FLOPMENT OF THE		e number of elaborated hou		ber of				
	es and exercises of								
		,	LECTURES						
			Method of work						
			direct teaching						
			(presentation, instruction, pp presentation)						
	Topic and des	cription of the	Discovery learning	Lecture learning	Course				
ours	-	ture	(independent, guided,	outcomes	learning				
			discussion, debate) <ul> <li>Group / collaborative</li> </ul>	outcomes	outcome				
			learning						
			• Nov dia case						
			<ul> <li>field teaching</li> </ul>						
	The concept of growt	h and development of	Descent at a second state	Explain the concept of	14				
	tourism		Presentation, pp presentation	tourism growth and development	11				
			Procentation an	Assess the importance of a					
	Tourist destination ar	nd tourist product	Presentation, pp presentation	tourist product in a tourist	11				
			,	destination					

Tourist demand and innovative tourist product	Guided learning, discussion	Recognize the importance of creating an innovative tourism product in a destination	11
Tourist attraction basis as a basis for planning and development of an innovative tourist product	Presentation, pp presentation, debate	Choose an existing tourist resource and plan a new tourist product on it	12
Valorization of ideas in tourism	Guided learning by discovery	Evaluate the idea for a new tourism product	12
Feasibility analysis of the conceptual design in tourism	Case study, debate	Critically evaluate the feasibility of the conceptual design	13
Projection of revenues and costs of the conceptual design in tourism	Case study	Identify eligible revenues and costs of the conceptual design	13
Colloquium			1,  2,  3
Human resource management in the project	Group learning	Critically assess the need and importance of human resources in the project	14
Risk management on the example of a conceptual design in tourism	Case study, discussion	Assess the risks and choose the right solutions	14
Evaluation of the success of the preparation of the conceptual design	Presentation, pp presentation	Explain the criteria for successful preparation of the conceptual design	14
Sources of non- refundable funds for financing innovative tourism products	Guided learning by discovery	Identify the most favorable tenders for obtaining grants from EU funds	15
Method of applying the curriculum for the development of the conceptual design	Presentation, pp presentation	Recognize the way of making a conceptual design through the application of the curriculum	15
Evaluation of the conceptual design	Independent learning by discovery	Critically evaluate success and failures and build new experiences on them.	16
Colloquium			14, 15, 16
EX	ERCISES / SEMINARS		
Topic and description of the lecture	Method of work • direct teaching (presentation, instruction, pp presentation) • Discovery learning (independent, guided, discussion, debate) • Group / collaborative learning • case study • field teaching	Lecture learning outcomes	Course learning outcome
How to discover a good idea	Independent learning by discovery	Identify certain gaps in the tourism market	11
Target market	Guided learning by discovery	Learn all about segmentation and target market	11
Examples of world innovations in tourism	Guided learning by discovery	Identify the benefits of innovative products in tourism through world examples	12

Problem definition / needs statement	Independent learning by discovery	Identify needs by defining problems in the tourist destination	13
Expressing goals and objectives	Guided learning by discovery	Critically evaluate the goals and tasks in the development of an innovative tourism product	14
Budgeting	Independent learning by discovery	Identify budget items	15
Presentation of students' conceptual projects Continuous assessment	Pp presentation, presentation, discussion	Presentation of conceptual design tasks made for specific business entities in tourism	16
Presentation of students' conceptual projects Continuous assessment	Pp presentation, presentation, discussion	Presentation of conceptual design tasks made for specific business entities in tourism	16

## MEÐIMURJE POLYTECHNIC IN ČAKOVAC POLYTECHNIC OF MEÐIMURJE AND ČAKOVEC

## SYLLABUS COURSE

	ACADEMIC YEAR: 20	020/2021							
1. GENERAL INFORMATIO	ON ABOUT THE COURSE								
. Course title	Development of innovative	tourism products							
. Study program (s)	Professional Undergraduat	rofessional Undergraduate Studies , Tourism Management and spo Cape							
. Course status (O, I)	Elective (I)	. Teaching	Lectures	30					
. Course code		methods	Exercises						
. Course abbreviation	ITP development	(number of	Seminar	15					
. Semester	YOU	hours)	E-learning						
. Credit value (ECTS)	4	. Place and time of classes	Rooms Međimurje Polytechnics Čakovec, schedule posted on the nternet skim pages						
2. TEACHING STAFF									
. Holder / s-title	Đurđa Somođi, v. Pred .	itact	dsomodji@me	dsomodji@mev.hr					
		itact							
. Assistant / and-title		itact							
		itact							
. Contractor / title		itact							
		itact							
<b>3. COURSE DESCRIPTION</b>									
. Course objectives	Compiled and innovative tour the famous tourist destination EU Structural Funds for touri potential of such projects is traffic without investing its ov	n with a proposal fund sm development of t to attract more tour	ded tion not repay the member state	vable funds from the es . In portance and					

. Requirements for	Anir	nation in	touri	sm									
enrollment and taking													
the course													
. Learning outcomes		r successf ducts, stud		•	-		ourse Devel	opm	ent of li	nnovat	ive	Tourist	
	Deve Form	Assess the importance and potential of innovation in tourism and sport Develop good ideas in the dentificiranjem tourist will need an Formulate a statement of needs and goals and objectives Design an action plan, budget and evaluation of an innovative tourism product											
	Appl Auto	Apply curriculum mind in making conceptual th December jekt and Auto-create innovative tourist Dec. copy in the form of a preliminary design for the chosen tourist location.											
al 3.4. Course content													
. Types of teaching		Lectures		Exercis	ses		Blended e- learning	x	Indeper tasks	ndent		Laboratory	
	i	Seminars and workshops	d Distance				Field work		Multimedia x and network		x	Mentoring work	
		Other:											
. Performance language	Croa	atian / Eng	glish										
. Monitoring student work (enter the	0.4	Class atte	endan	ice		Se	Seminar paper			Essay			
number of ECTS credits		Teaching	activ	ity	1.6	Project			Rep	Report			
for each activity so that the total number of		Colloquia	l			Pr	actical work				tinuous ssment		
ECTS credits	1.6	Written e	exam			Ex	perimental wo	ork					
corresponds to the credit value of the course)	0.4	Oral exar	n			Re	esearch						
Assessment and													
evaluation of student		A	ctivity	y specifi	cation		Percentage	e%	ро	ints			
work during classes and					Evalua	tion	during classes	S					
at the final exam		Class a					10 %			10			
		Teachi		livity			10 % 4 0 %			10 1 0			
		P rojec Colloqi		1			20 %			20			
		Colloqu					20 %			20			
					work for	stua	lents who did r	not ta	ke the co	lloquiun	ı		
		Writte	n exar	п			4 0%		4	<i>‡0</i>			
		In tota	l:				100%		1	.00			
. Evaluation criteria -													
elaboration by			C			- 1	g the outcome						
outcomes			Class enda		Teaching activity	5	Colloquium 1	Coll	oquium 2	Proje	t	In total	
	Out e 1	com					10					10	

					1	1	1	1
	Outcom			10			10	
	e 2 Outcom							-
	e 3				10		10	
	Outcom							
	e 4				10		10	
	Outcom					20	20	
	e 5					20	20	
	Outcom					20	20	
	e 6							_
	Outside the	10	10					
	outcome	10	10					
	In total	10	10	20	20	40	100	
		-	-	s the colloqu			nt must	
	_		-	ch learning o		the stude		
	Rating Pc	•			accomey			
	-	kcellent (5)						
		ry good (4)						
	63 - 75 Go							
	50 - 62 En							
		ufficient (1)						
0. Specifics related to		. ,	of the point	s of each out	come, he / sh	e directly	takes the	oral
taking the course	exam.			-				
				nt number of	points on the	midterm e	exam , he /	'she
		e the next mid						
				ns for each lea				
				he result for a and newly ea	-	-		-
	are entered			unu newiy eu	ineu points ju		ning outed	UIIIE
			varded accord	ding to the qu	ality of the ta	sk and the	answers t	to
		ns related to		5 1	, ,			
			-	and attenda		-		
			-	n only be corr	ected excepti	ionally, wit	th the expr	ress
		the subject t			h			
			-	riod if he / she st 3 days befo			minar pap	ber.
				part of the ex		ueuunne.		
.1 . Student obligations				attend at lea		he total n	umber of	F
			•	order to exe				
				attend at le	-			
			-	order to exe				
				he obligatior	-			
				in and meet	•			
	exam.		5				-	
	Attendanc	e can be off	set by online	e consultatio	ons, organize	ed webina	ars, and	
			-	ers. One less	-			ral
			-	nce from one				
		-		recorded se	_			
		-		% settings wi				
				the Council				nen
			•	ent absences	•			
	lecturer.	e justineu						
	iccluier.							

2. Written works	of 12 concl pape litera and c finall	nar / project papers must be computer written and may have a maximum -20 text cards (Times New Roman, font 12) from introduction to lusion, together with pictures, appendices to tables, etc. Seminar / project rs must have an adequate title page, content, bookmarked pages and ture. The seminar / project work should be divided into project chapters contain a list of references and a list of figures and tables and graphs, and y a summary / conclusion in the size of 250 words. The student guarantees uthenticity of the work with his signature.					
3 . Required reading	1.	Bartoluci , M. (2013): Managing Tourism Development and Entrepreneurship: tourists F to policy development and entrepreneurship in tourism, School books, Zagreb.					
	2.	Prester , J. (2010): Innovation Management, Synergy, Zagreb					
4 . Supplementary literature	1.	Journal articles: Author of the article ( Čavlek , N .; Matečić , I .; Ferjanić Hodak, D.), title of the article (Drivers of innovation in tourism: Some theoretical and practical aspects), Acta turistica, Vol.22 / 2010, No.2, pp.201220.URL: http://hrcak.srce.hr/index.php?show=toc&id_broj=5663 Cooper, C., Challenges and innovations in tourism: Revitalization of mature destinations, Acta turistica, Vol. 28/2016, No. 2, p. 183 - 200; URL: http://hrcak.srce.hr/173560. obligatory one foreign publication and relevant articles					
4. ADDITIONAL INFORMA	The o mast base	ABOUT THE COURSE 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 standardized ways and in accordance the acts of the Polytechnic of Međimurje in Čakovec.					
. Contacting the teacher	class durin ques is des	With the acts of the Polytechnic of Medimurje in Cakovec. Students can contact the teacher during the consultation period and during classes, while for short questions and explanations they can contact any day during working hours by coming in person or by landline. It is possible to ask questions by e-mail, which will be agreed upon within 48 hours at the latest. It is desirable that students come to the consultation as often as possible for any ambiguities.					
. Informing about the course	All no poste hour:	he obligation of each student to be regularly informed about the course. otifications about the holding or possible postponement of classes will be ed on the bulletin board and on the website of the Polytechnic at least 24 s in advance.					
. The contribution of the course to the study program	mark Plan	and underestimate the economic tools in the analysis of the tourism et . tourism development at local, regional and national levels . rate specific forms and sustainability of tourism development .					

## 5. DEVELOPMENT OF THEMATIC UNITS (the number of elaborated hours is identical to the number of lectures and exercises of the course)

		LECTURES		
ours	Topic and description of the lecture	Method of work • direct teaching (presentation, instruction, pp presentation) • Discovery learning (independent, guided, discussion, debate) • Group / collaborative learning • Nov dia case • field teaching	Lecture learning outcomes	Course learning outcome
	The concept of growth and development of tourism	Presentation, pp presentation	Explain the concept of tourism growth and development	11
	Tourist destination and tourist product	Presentation, pp presentation	Assess the importance of a tourist product in a tourist destination	11
	Tourist demand and innovative tourist product	Guided learning, discussion	Recognize the importance of creating an innovative tourism product in a destination	11
	Tourist attraction basis as a basis for planning and development of an innovative tourist product	Presentation, pp presentation, debate	Choose an existing tourist resource and plan a new tourist product on it	12
	Valorization of ideas in tourism	Guided learning by discovery	Evaluate the idea for a new tourism product	12
	Feasibility analysis of the conceptual design in tourism	Case study, debate	Critically evaluate the feasibility of the conceptual design	13
	Projection of revenues and costs of the conceptual design in tourism	Case study	Identify eligible revenues and costs of the conceptual design	13
	Colloquium			11, 12, 13
	Human resource management in the project	Group learning	Critically assess the need and importance of human resources in the project	14
	Risk management on the example of a conceptual design in tourism	Case study, discussion	Assess the risks and choose the right solutions	14
	Evaluation of the success of the preparation of the conceptual design	Presentation, pp presentation	Explain the criteria for successful preparation of the conceptual design	14
	Sources of non- refundable funds for financing innovative tourism products	Guided learning by discovery	Identify the most favorable tenders for obtaining grants from EU funds	15
	Method of applying the curriculum for the development of the conceptual design	Presentation, pp presentation	Recognize the way of making a conceptual design through the application of the curriculum	15
	Evaluation of the conceptual design	Independent learning by discovery	Critically evaluate success and failures and build new experiences on them.	16
	Colloquium			14, 15, 16

Topic and description of the lecture	Method of work • direct teaching (presentation, instruction, pp presentation) • Discovery learning (independent, guided, discussion, debate) • Group / collaborative learning • case study • field teaching	Lecture learning outcomes	Course learning outcome
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