

# MEĐIMURJE POLYTECHNIC IN ČAKOVAC POLYTECHNIC OF MEĐIMURJE AND ČAKOVEC

## SYLLABUS COURSE

ACADEMIC YEAR: 2020/2021

### 1. GENERAL INFORMATION ABOUT THE COURSE

Course title	Development of innovative tourism products			
Study program (s)	Professional Undergraduate Studies , <i>Tourism and Sport Management</i>			
Course status (O, I)	Elective (I)	Teaching methods (number of hours)	Lectures	30
Course code			Exercises	
Course abbreviation	ITP development		Seminar	15
Semester	VI		E-learning	
Credit value (ECTS)	4	Place and time of classes	Rooms Međimurje Polytechnics Čakovec, schedule posted on the internet skim pages	

### 2. TEACHING STAFF

Holder / s-title	Đurđa Somođi, v. Pred .	Contact	dsomodji@mev.hr
		Contact	
Assistant / and-title		Contact	
		Contact	
Contractor / title		Contact	
		Contact	

### 3. COURSE DESCRIPTION

Course objectives	Compiled and innovative tourism products through conceptual e tourist e 's offices and the famous tourist destination with a proposal funded tion not repayable funds from the EU Structural Funds for tourism development of the member states . In portance and potential of such projects is to attract more tourists and achieve the većanog tourist traffic without investing its own resources.									
Requirements for enrollment and taking the course	Animation in tourism									
Learning outcomes	<p>After successfully completing the course Development of Innovative Tourist Products, students will be able to:</p> <p>Assess the importance and potential of innovation in tourism and sport            Develop good ideas in the identifikacijem 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.</p>									
al 3.4. Course content										
Types of teaching	x	Lectures		Exercises		Blended e-learning	x	Independent tasks		Laboratory

	Seminars and workshops		Distance education		Field work		Multimedia and network	x	Mentoring work																																																																						
	Other:																																																																														
<b>Performance language</b>	<b>Croatian / English</b>																																																																														
<b>Monitoring student work (enter the number of ECTS credits for each activity so that the total number of ECTS credits corresponds to the credit value of the course)</b>	1.5	Class attendance		Seminar paper		Essay																																																																									
	0,5	Teaching activity	1	Project		Report																																																																									
	1	Colloquia		Practical work		Continuous assessment																																																																									
		Written exam		Experimental work																																																																											
		Oral exam		Research																																																																											
<b>Assessment and evaluation of student work during classes and at the final exam</b>	<table border="1"> <thead> <tr> <th>Activity specification</th> <th>Percentage%</th> <th>points</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;">Evaluation during classes</td> </tr> <tr> <td>Class attendance</td> <td>10 %</td> <td>10</td> </tr> <tr> <td>Teaching activity</td> <td>10 %</td> <td>10</td> </tr> <tr> <td>P roject</td> <td>4 0 %</td> <td>4 0</td> </tr> <tr> <td>Colloquium 1</td> <td>20 %</td> <td>20</td> </tr> <tr> <td>Colloquium 2</td> <td>20 %</td> <td>20</td> </tr> <tr> <td colspan="3" style="text-align: center;"><i>Evaluation of exam work for students who did not take the colloquium</i></td> </tr> <tr> <td>Written exam</td> <td>4 0%</td> <td>4 0</td> </tr> <tr> <td><b>In total:</b></td> <td><b>100%</b></td> <td><b>100</b></td> </tr> </tbody> </table>									Activity specification	Percentage%	points	Evaluation during classes			Class attendance	10 %	10	Teaching activity	10 %	10	P roject	4 0 %	4 0	Colloquium 1	20 %	20	Colloquium 2	20 %	20	<i>Evaluation of exam work for students who did not take the colloquium</i>			Written exam	4 0%	4 0	<b>In total:</b>	<b>100%</b>	<b>100</b>																																								
Activity specification	Percentage%	points																																																																													
Evaluation during classes																																																																															
Class attendance	10 %	10																																																																													
Teaching activity	10 %	10																																																																													
P roject	4 0 %	4 0																																																																													
Colloquium 1	20 %	20																																																																													
Colloquium 2	20 %	20																																																																													
<i>Evaluation of exam work for students who did not take the colloquium</i>																																																																															
Written exam	4 0%	4 0																																																																													
<b>In total:</b>	<b>100%</b>	<b>100</b>																																																																													
<b>Evaluation criteria - elaboration by outcomes</b>	<table border="1"> <thead> <tr> <th colspan="7">Method of passing the outcome</th> </tr> <tr> <th></th> <th>Class attendance</th> <th>Teaching activity</th> <th>Colloquium 1</th> <th>Colloquium 2</th> <th>Project</th> <th>In total</th> </tr> </thead> <tbody> <tr> <td>Outcom e 1</td> <td></td> <td></td> <td>10</td> <td></td> <td></td> <td>10</td> </tr> <tr> <td>Outcom e 2</td> <td></td> <td></td> <td>10</td> <td></td> <td></td> <td>1 0</td> </tr> <tr> <td>Outcom e 3</td> <td></td> <td></td> <td></td> <td>10</td> <td></td> <td>1 0</td> </tr> <tr> <td>Outcom e 4</td> <td></td> <td></td> <td></td> <td>10</td> <td></td> <td>1 0</td> </tr> <tr> <td>Outcom e 5</td> <td></td> <td></td> <td></td> <td></td> <td>20</td> <td>20</td> </tr> <tr> <td>Outcom e 6</td> <td></td> <td></td> <td></td> <td></td> <td>20</td> <td>20</td> </tr> <tr> <td>Outside the outcome</td> <td>10</td> <td>10</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>In total</b></td> <td><b>10</b></td> <td><b>10</b></td> <td><b>20</b></td> <td><b>20</b></td> <td><b>4 0</b></td> <td><b>100</b></td> </tr> </tbody> </table> <p>Scoring outcomes (in order to pass the colloquium / exam the student must achieve at least 50% points for each learning outcome)  Rating Points  89 - 100 Excellent (5)  76 - 88 Very good (4)  63 - 75 Good (3)</p>									Method of passing the outcome								Class attendance	Teaching activity	Colloquium 1	Colloquium 2	Project	In total	Outcom e 1			10			10	Outcom e 2			10			1 0	Outcom e 3				10		1 0	Outcom e 4				10		1 0	Outcom e 5					20	20	Outcom e 6					20	20	Outside the outcome	10	10					<b>In total</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>20</b>	<b>4 0</b>	<b>100</b>
Method of passing the outcome																																																																															
	Class attendance	Teaching activity	Colloquium 1	Colloquium 2	Project	In total																																																																									
Outcom e 1			10			10																																																																									
Outcom e 2			10			1 0																																																																									
Outcom e 3				10		1 0																																																																									
Outcom e 4				10		1 0																																																																									
Outcom e 5					20	20																																																																									
Outcom e 6					20	20																																																																									
Outside the outcome	10	10																																																																													
<b>In total</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>20</b>	<b>4 0</b>	<b>100</b>																																																																									

	50 - 62 Enough (2) 0 - 49 Insufficient (1)								
<b>0 . Specifics related to taking the course</b>	<p><i>If a student collects 50% of the points of each outcome, he / she directly takes the oral exam.</i></p> <p><i>If a student does not achieve a sufficient number of points on the midterm exam , he / she cannot take the next midterm exam .</i></p> <p><i>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 .</i></p> <p><i>Homework points are awarded according to the quality of the task and the answers to the questions related to the task.</i></p> <p><i>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.</i></p> <p><i>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.</i></p> <p><i>The final grade is obtained in the oral part of the exam ...</i></p>								
<b>1 . Student 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 provided 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 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.</p>								
<b>2. Written works</b>	<p>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.</p>								
<b>3 . Required reading</b>	<table border="1"> <tr> <td>1.</td> <td>Bartoluci , M. (2013): Managing Tourism Development and Entrepreneurship: tourists F to policy development and entrepreneurship in tourism, School books, Zagreb.</td> </tr> <tr> <td>2.</td> <td>Prester , J. (2010): Innovation Management, Synergy, Zagreb</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </table>	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				
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								
<b>4 . Supplementary literature</b>	<table border="1"> <tr> <td>1.</td> <td>Journal articles: Author of the article ( Čavlek , N .; Matečić , I .; Ferjanić Hodak, D.), title of the article (Drivers of innovation in tourism: Some</td> </tr> </table>	1.	Journal articles: Author of the article ( Čavlek , N .; Matečić , I .; Ferjanić Hodak, D.), title of the article (Drivers of innovation in tourism: Some						
1.	Journal articles: Author of the article ( Čavlek , N .; Matečić , I .; Ferjanić Hodak, D.), title of the article (Drivers of innovation in tourism: Some								

	<p>theoretical and practical aspects), Acta turistica, Vol.22 / 2010, No.2, pp.201.-220.URL:  <a href="http://hrcak.srce.hr/index.php?show=toc&amp;id_broj=5663">http://hrcak.srce.hr/index.php?show=toc&amp;id_broj=5663</a>          Cooper, C., Challenges and innovations in tourism: Revitalization of mature destinations, Acta turistica, Vol. 28/2016, No. 2, p. 183 - 200; URL: <a href="http://hrcak.srce.hr/173560">http://hrcak.srce.hr/173560</a>. obligatory one foreign publication and relevant articles</p>

#### 4. ADDITIONAL INFORMATION ABOUT THE COURSE

<b>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 standardized ways and in accordance with the acts of the Polytechnic of Međimurje in Čakovec.
<b>Contacting the teacher</b>	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.
<b>Informing about the course</b>	It is the obligation of each student to be regularly informed about the course. All notifications about the holding 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>The contribution of the course to the study program</b>	Prim and underestimate the economic tools in the analysis of the tourism market . Plan tourism development at local, regional and national levels . Integrate 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				
Hours	Topic and description of the lecture	Method of work	Lecture learning outcomes	Course learning outcome
	<i>The concept of growth and development of tourism</i>	<ul style="list-style-type: none"> <li>• direct teaching (presentation, instruction , pp presentation )</li> <li>• Discovery learning (independent, guided, discussion, debate)</li> <li>• Group / collaborative learning</li> <li>• Nov dia case</li> <li>• field teaching ...</li> </ul>	<i>Explain the concept of tourism growth and development</i>	<i>11</i>
	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
<b>EXERCISES / SEMINARS</b>				
	<b>Topic and description of the lecture</b>	<b>Method of work</b> <ul style="list-style-type: none"> <li>• direct teaching (presentation, instruction, pp presentation)</li> <li>• Discovery learning (independent, guided, discussion, debate)</li> <li>• Group / collaborative learning</li> <li>• case study</li> <li>• field teaching ...</li> </ul>	<b>Lecture learning outcomes</b>	<b>Course learning outcome</b>
	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

<b>MEĐIMURJE POLYTECHNIC IN ČAKOVAC POLYTECHNIC OF MEĐIMURJE AND ČAKOVEC</b>				
<b>SYLLABUS COURSE</b>				
ACADEMIC YEAR:		2020/2021		
<b>1. GENERAL INFORMATION ABOUT THE COURSE</b>				
Course title	Development of innovative tourism products			
Study program (s)	Professional Undergraduate Studies , <i>Tourism Management and spo Cape</i>			
Course status (O, I)	Elective (I)	Teaching methods (number of hours)	Lectures	30
Course code			Exercises	
Course abbreviation	ITP development		Seminar	15
Semester	YOU		E-learning	
Credit value (ECTS)	4	Place and time of classes	Rooms Međimurje Polytechnics Čakovec, schedule posted on the internet skim pages	
<b>2. TEACHING STAFF</b>				
Holder / s-title	Đurđa Somođi, v. Pred .	contact	dsomodji@mev.hr	
		contact		
Assistant / and-title		contact		
		contact		
Contractor / title		contact		
		contact		
<b>3. COURSE DESCRIPTION</b>				
Course objectives	Compiled and innovative tourism products through conceptual e tourist e 's offices and the famous tourist destination with a proposal funded tion not repayable funds from the EU Structural Funds for tourism development of the member states . In portance and potential of such projects is to attract more tourists and achieve the većanog tourist traffic without investing its own resources.			

Requirements for enrollment and taking the course	Animation in tourism																																							
Learning outcomes	<p>After successfully completing the course Development of Innovative Tourist Products, students will be able to:</p> <p>Assess the importance and potential of innovation in tourism and sport          Develop good ideas in the identification of tourist products that 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 design and          Auto-create innovative tourist products. Copy in the form of a preliminary design for the chosen tourist location.</p>																																							
3.4. Course content																																								
Types of teaching	x	Lectures		Exercises		Blended e-learning	x	Independent tasks		Laboratory																														
		Seminars and workshops		Distance education		Field work		Multimedia and network	x	Mentoring work																														
		Other:																																						
Performance language	Croatian / English																																							
Monitoring student work (enter the number of ECTS credits for each activity so that the total number of ECTS credits corresponds to the credit value of the course)	0.4	Class attendance		Seminar paper		Essay																																		
		Teaching activity	1.6	Project		Report																																		
		Colloquia		Practical work		Continuous assessment																																		
	1.6	Written exam		Experimental work																																				
	0.4	Oral exam		Research																																				
Assessment and evaluation of student work during classes and at the final exam	<table border="1"> <thead> <tr> <th>Activity specification</th> <th>Percentage%</th> <th>points</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;">Evaluation during classes</td> </tr> <tr> <td>Class attendance</td> <td>10 %</td> <td>10</td> </tr> <tr> <td>Teaching activity</td> <td>10 %</td> <td>10</td> </tr> <tr> <td>Project</td> <td>40 %</td> <td>40</td> </tr> <tr> <td>Colloquium 1</td> <td>20 %</td> <td>20</td> </tr> <tr> <td>Colloquium 2</td> <td>20 %</td> <td>20</td> </tr> <tr> <td colspan="3" style="text-align: center;"><i>Evaluation of exam work for students who did not take the colloquium</i></td> </tr> <tr> <td>Written exam</td> <td>40 %</td> <td>40</td> </tr> <tr> <td><b>In total:</b></td> <td><b>100%</b></td> <td><b>100</b></td> </tr> </tbody> </table>										Activity specification	Percentage%	points	Evaluation during classes			Class attendance	10 %	10	Teaching activity	10 %	10	Project	40 %	40	Colloquium 1	20 %	20	Colloquium 2	20 %	20	<i>Evaluation of exam work for students who did not take the colloquium</i>			Written exam	40 %	40	<b>In total:</b>	<b>100%</b>	<b>100</b>
Activity specification	Percentage%	points																																						
Evaluation during classes																																								
Class attendance	10 %	10																																						
Teaching activity	10 %	10																																						
Project	40 %	40																																						
Colloquium 1	20 %	20																																						
Colloquium 2	20 %	20																																						
<i>Evaluation of exam work for students who did not take the colloquium</i>																																								
Written exam	40 %	40																																						
<b>In total:</b>	<b>100%</b>	<b>100</b>																																						
Evaluation criteria - elaboration by outcomes	<table border="1"> <thead> <tr> <th colspan="7">Method of passing the outcome</th> </tr> <tr> <th></th> <th>Class attendance</th> <th>Teaching activity</th> <th>Colloquium 1</th> <th>Colloquium 2</th> <th>Project</th> <th>In 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> </tbody> </table>										Method of passing the outcome								Class attendance	Teaching activity	Colloquium 1	Colloquium 2	Project	In total	Outcome 1			10			10									
Method of passing the outcome																																								
	Class attendance	Teaching activity	Colloquium 1	Colloquium 2	Project	In total																																		
Outcome 1			10			10																																		

	Outcome 2			10			10
	Outcome 3				10		10
	Outcome 4				10		10
	Outcome 5					20	20
	Outcome 6					20	20
	Outside the outcome	10	10				
	<b>In total</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>20</b>	<b>40</b>	<b>100</b>
	<p>Scoring outcomes (in order to pass the colloquium / exam the student must achieve at least 50% points for each learning outcome)</p> <p>Rating Points</p> <p>89 - 100 Excellent (5)</p> <p>76 - 88 Very good (4)</p> <p>63 - 75 Good (3)</p> <p>50 - 62 Enough (2)</p> <p>0 - 49 Insufficient (1)</p>						
<b>0 . Specifics related to taking the course</b>	<p><i>If a student collects 50% of the points of each outcome, he / she directly takes the oral exam.</i></p> <p><i>If a student does not achieve a sufficient number of points on the midterm exam , he / she cannot take the next midterm exam .</i></p> <p><i>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 .</i></p> <p><i>Homework points are awarded according to the quality of the task and the answers to the questions related to the task.</i></p> <p><i>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.</i></p> <p><i>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.</i></p> <p><i>The final grade is obtained in the oral part of the exam ...</i></p>						
<b>1 . Student 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 provided 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 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.</p>						

<b>2. Written works</b>	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.	
<b>3 . Required reading</b>	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
<b>4 . Supplementary literature</b>	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.201.-220.URL: <a href="http://hrcak.srce.hr/index.php?show=toc&amp;id_broj=5663">http://hrcak.srce.hr/index.php?show=toc&amp;id_broj=5663</a> Cooper, C., Challenges and innovations in tourism: Revitalization of mature destinations, Acta turistica, Vol. 28/2016, No. 2, p. 183 - 200; URL: <a href="http://hrcak.srce.hr/173560">http://hrcak.srce.hr/173560</a> . obligatory one foreign publication and relevant articles
<b>4. ADDITIONAL INFORMATION ABOUT THE COURSE</b>		
<b>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 standardized ways and in accordance with the acts of the Polytechnic of Međimurje in Čakovec.	
<b>2 . Contacting the teacher</b>	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.	
<b>3 . Informing about the course</b>	It is the obligation of each student to be regularly informed about the course. All notifications about the holding 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 . The contribution of the course to the study program</b>	Prim and underestimate the economic tools in the analysis of the tourism market . Plan tourism development at local, regional and national levels . Integrate 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)**

<b>LECTURES</b>				
<b>ours</b>	<b>Topic and description of the lecture</b>	<b>Method of work</b>	<b>Lecture learning outcomes</b>	<b>Course learning outcome</b>
	<i>The concept of growth and development of tourism</i>	<ul style="list-style-type: none"> <li>• direct teaching (presentation, instruction , pp presentation )</li> <li>• Discovery learning (independent, guided, discussion, debate)</li> <li>• Group / collaborative learning</li> <li>• Nov dia case</li> <li>• field teaching ...</li> </ul>	<i>Explain the concept of tourism growth and development</i>	<i>I1</i>
	Tourist destination and tourist product	Presentation, pp presentation	Assess the importance of a tourist product in a tourist destination	I1
	Tourist demand and innovative tourist product	Guided learning, discussion	Recognize the importance of creating an innovative tourism product in a destination	I1
	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	I2
	Valorization of ideas in tourism	Guided learning by discovery	Evaluate the idea for a new tourism product	I2
	Feasibility analysis of the conceptual design in tourism	Case study, debate	Critically evaluate the feasibility of the conceptual design	I 3
	Projection of revenues and costs of the conceptual design in tourism	Case study	Identify eligible revenues and costs of the conceptual design	I 3
	Colloquium			I1, I2, I3
	Human resource management in the project	Group learning	Critically assess the need and importance of human resources in the project	I 4
	Risk management on the example of a conceptual design in tourism	Case study, discussion	Assess the risks and choose the right solutions	I 4
	Evaluation of the success of the preparation of the conceptual design	Presentation, pp presentation	Explain the criteria for successful preparation of the conceptual design	I4
	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	I5
	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	I5
	Evaluation of the conceptual design	Independent learning by discovery	Critically evaluate success and failures and build new experiences on them.	I6
	Colloquium			I4, I5, I6
<b>EXERCISES / SEMINARS</b>				

	<b>Topic and description of the lecture</b>	<b>Method of work</b>	<b>Lecture learning outcomes</b>	<b>Course learning outcome</b>
		<ul style="list-style-type: none"> <li>• direct teaching (presentation, instruction, pp presentation)</li> <li>• Discovery learning (independent, guided, discussion, debate)</li> <li>• Group / collaborative learning</li> <li>• case study</li> <li>• field teaching ...</li> </ul>		
	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