	KARLOVAC UNIVERSITY OF APPLIED SCIENCES
	SYLLABUS

General information

Course title:	**Business and Management Research in Tourism**
Course code:	81818
Studies in which the course is taught:	Study of Hospitality Management, study on regular basis
Course Instructor:	Silvija Vitner Marković, PhD., College Professor Tihana Cegur Radović, univ.spec.oec., Senior Lecturer
ECTS credits:	5
Semester of the course execution:	Sixth semester
Academic year:	2019/2020
Exam prerequisites:	Fundamentals of Marketing
Lectures are given in a foreign language:	English
Aims:	The aim of the course is to get students acquainted with the Data Collection, Analysis and Interpretation in Tourism Industry.

Course

Course structure	Number of contact hours per week:	Number of contact hours per semester:	Student's requirements by type of teaching:
Lectures:	2	30	attendence 80%
Tutorials:	2	30	attendence 80%
Practical (lab) sessions:			
Seminars:			
Field work:			
Other:			
TOTAL:	4	60	

Monitoring of students' work, knowledge evaluation and learning outcomes

(Define exactly six learning outcomes)	LEARNING OUTCOMES (upon completion of the course the student should be able to:)	FACTORS AFFECTING THE GRADE (e.g. term paper, practical work, presentation, ...)	MAXIMUM NUMBER OF POINTS PER FACTOR
	I1: explain the market research process and Marketing Information System	Written exam Oral exam	Preliminary / Written exam – 70 points Final/oral exam- 30 points
	I2: distinguish the types of research: exploratory, descriptive, causal research	Written exam Oral exam	
	I3: distinguish the secondary and primary data in tourism research	Written exam Oral exam	
	I4: explain the sampling techniques and the process of data summarising and analysing	Written exam Oral exam	
	I5: analyse the process of writing the research report	Written exam Oral exam	
	I6: explain the importance of tourism and leisure research: hotel companies, travel agencies, transport companies	Written exam Oral exam	
Alternative formation of the grade (I1 – I6)	**or** alternative formation of the grade: I1 - I6 -		TOTAL: 100 points
Students' competencies	Students will be able to apply appropriate methodology of the tourism market research process. They will be able also to write a research report.		

Prerequisites for course	Min. 80% class attendance (lectures + tutorials)

approval (lecturer's signature):	
Prerequisites for taking exams:	Lecturer's signature
Grading scale:	(According to the Regulations on student assessment of Karlovac University of Applied Sciences, Article 9, Paragraph 5) 90-100 - excellent (5) (A) 80 to 89.9 - very good (4) (B) 65 to 79.9 - good (3) (C) 60 to 64.9 - sufficient (2) (D) 50 to 59.9 - sufficient (2) (E) 0 to 49.9 – fail (1) (F) Students are graded during class, what forms 70% of final exam. Students who achieve 50% (35 points) and more are allowed to take the final exam. The score on final exam makes 30% of the final grade.

ECTS structure

ECTS credits allocated to the course reflect the total burden to the student during adoption of the course content. Total contact hours, relative gravity of the content, effort required for exam preparation, as well as, every other possible burden are taken in account:

Attendance (active participation)	Term paper	Composition	Presentation	Continuous assessment and evaluation	Practical work
Independent work	**Project**	**Written exam**	**Oral exam**	**Other**	
		3,5	1,5		

Review of topics/units per week associated with learning outcomes

Week	Lectures topics/units and learning outcomes:	Tutorials topics/units and learning outcomes:
1.	Marketing Information System **(I1)**	Marketing Information System **(I1)**
2.	Introducing Research **(I1)**	Introducing Research **(I1)**
3.	Types of Research: Explorative Research **(I2)**	Types of Research: Explorative Research – case study **(I2)**
4.	Types of Research: Descriptive Research **(I2)**	Types of Research: Descriptive Research – case study **(I2)**
5.	Types of Research: Cause Research **(I2)**	Types of Research: Cause Research – case study **(I2)**
6.	Primary Data Analysis **(I3)**	Primary Data Analysis – case study **(I3)**
7.	Secondary Data Analysis **(I3)**	Secondary Data Analysis – case study **(I3)**
8.	Sampling Techniques **(I4)**	Sampling Techniques - case study **(I4)**
9.	Methods of Data Collection **(I4)**	Methods of Data Collection - case study **(I4)**
10.	Summarising Data – Descriptive Statistics **(I4)**	Summarising Data – Descriptive Statistics **–** case study **(I4)**
11.	Writing and structuring a Research Report **(I5)**	Writing and structuring a Research Report - case study **(I5)**
12.	Business and Management Research in Tourism Industry: Market segmentation, Market Analysis **(I4)**	Business and Management Research in Tourism Industry: Market segmentation, Market Analysis **(I4)**

13.	Business and Management Research in Tourism Industry**:** Hotel Companies **(I6)**	Business and Management Research in Tourism Industry**:** Hotel Companies **(I6)**
14.	Business and Management Research in Tourism Industry: Tourist Agencies **(I6)**	Business and Management Research in Tourism Industry: Tourist Agencies **(I6)**
15.	Business and Management Research in Tourism Industry: Transport Companies **(I6)**	Business and Management Research in Tourism Industry: Transport Companies **(I6)**

References

REFERENCES (compulsory/additional):
1. Finn, M., Elliott – White, M., Walton, M., (2000), Tourism and Leisure Research Methods, Pearson Longman, London
2. Saunders, M., Lewis, P., Thornhill, A., (2012), Research Methods for Business Students, Pearson Longman, London

Exams for the academic year: 2019/2020

Exam dates:	According to the schedule of exams for academic year 2019/2020

Contact information

1. Course Instructor/Lecturer:	Silvija Vitner Marković, PhD., College professor
e-mail:	silvija.vitner@vuka.hr
Office hours / Consultations:	Wednesday, 3:00 p.m. - 4:30 p.m., Gimnazija Karlovac
2. Course Instructor/Lecturer	Tihana Cegur Radović, univ.spec.oec., Senior Lecturer
e-mail:	tcradovic@vuka.hr
Office hours / Consultations:	Monday, 6:30 p.m. – 8:00 p.m.