



# KARLOVAC UNIVERSITY OF APPLIED SCIENCES

## SYLLABUS

### General information

Course title:	<b>Fundamentals of Tourism</b>
Course code:	
Studies in which the course is taught:	Study of Hospitality Management, study on regular basis
Course Instructor:	Silvija Vitner Marković, PhD., College professor
Course Assistant:	-
ECTS credits:	4
Semester of the course execution:	First semester
Academic year:	2019/2020
Exam prerequisites:	-
Lectures are given in a foreign language:	English
Aims:	The aim of the course is to get students acquainted with the features of tourism market and the role of tourism in national economy. Also, to identify the key elements and structure of tourism industries and their economic contribution on a local and global scale.

### 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	attendance 80%
Tutorials:	2	30	attendance 80%
Practical (lab) sessions:			
Seminars:			
Field work:			
Other:			
<b>TOTAL:</b>	<b>4</b>	<b>60</b>	

### 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
	<b>I1:</b> to explain tourism and the types of tourism	Written exam Oral exam	Preliminary / Written exam – 60 points  Active participation during lectures- 10  Final/oral exam- 30 points
	<b>I2:</b> to analyze the historical development of tourism in the world and in the Republic of Croatia	Written exam Oral exam	
	<b>I3:</b> to explain the social and economic features of the tourism market and the role of tourist agencies	Written exam Oral exam	
	<b>I4:</b> to analyze the features of tourism demand and tourism supply	Written exam Oral exam	
	<b>I5:</b> to analyze the subject of exchange in tourism, the role of price policy in tourism and the economic importance of tourism	Written exam Oral exam	
	<b>I6:</b> to explain the characteristics of human resources in tourism and the role of tourism policy in the overall development of tourist destination	Written exam Oral exam	



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Alternative formation of the grade (I1 - I6)	or alternative formation of the grade: I1 - I6 -	TOTAL: 100 points
Students' competencies	Students will learn the specifics of tourism market. They will be able to determine social and economic features of the tourism market, the features of tourism demand and tourism supply. Students will learn to interpret the economic importance of tourism.	

Prerequisites for course approval (lecturer's signature):	Min. 80% class attendance (lectures + tutorials)
Prerequisites for taking exams:	Lecturer's signature
Grading scale:	<p>(According to the Regulations on student assessment of Karlovac University of Applied Sciences, Article 9, Paragraph 5)</p> <p>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)</p> <p>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.</p>

### 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.	Defining concepts of tourism and tourist. (I1)	Defining concepts of tourism and tourist. (I1)
2.	Classification of types and forms of tourism. (I1)	Classification of types and forms of tourism. (I1)
3.	Tourist motivations, Tourist needs, Recreation. (I3)	Tourist motivations, Tourist needs, Recreation. (I3)
4.	Substitution in tourism. (I3)	Substitution in tourism. (I3)
5.	The history of tourism; Europe and the World. (I2)	The history of tourism; Europe and the World. (I2)
6.	The history of tourism; Croatia. (I2)	The history of tourism; Croatia. (I2)
7.	The concept of tourism market. (I3)	The concept of tourism market. (I3)



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8.	The role of travel agencies. (I3)	The role of travel agencies. (I3)
9.	Tourism demand; the preconditions for forming tourism demand. (I4)	Tourism demand; the preconditions for forming tourism demand. (I4)
10.	Types of tourism demand. (I4)	Types of tourism demand. (I4)
11.	Characteristics of tourism demand; dislocation. (I4)	Characteristics of tourism demand; dislocation. (I4)
12.	Characteristics of tourism demand; heterogeneity. (I4)	Characteristics of tourism demand; heterogeneity. (I4)
13.	Pyramid of tourism demand. (I4)	Pyramid of tourism demand. (I4)
14.	Characteristics of tourism demand; mobility. (I4)	Characteristics of tourism demand; mobility. (I4)
15.	Characteristics of tourism demand; flexibility. (I4)	Characteristics of tourism demand; flexibility. (I4)

#### References

##### REFERENCES (compulsory/additional):

1. Pirjevec, B., Turizam jučer, danas..., Veleučilište u Karlovcu, Karlovac, 2008.

#### 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
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