



KARLOVAC UNIVERSITY OF APPLIED SCIENCES

SYLLABUS

General information

Course title:	Fundamentals of Tourism
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:	Second 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:			
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: 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
	I2: to analyze the historical development of tourism in the world and in the Republic of Croatia	Written exam Oral exam	
	I3: to explain the social and economic features of the tourism market and the role of tourist agencies	Written exam Oral exam	
	I4: to analyze the features of tourism demand and tourism supply	Written exam Oral exam	
	I5: 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	
	I6: 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.	Tourism supply: Preconditions for its formation. (I4)	Tourism supply: Preconditions for its formation. (I4)
2.	Characteristics of tourism supply; dislocation, heterogeneity. (I4)	Characteristics of tourism supply; dislocation, heterogeneity. (I4)
3.	Characteristics of tourism supply; static, unflexibility (I4)	Characteristics of tourism supply; static, unflexibility (I4)
4.	The peak capacity of the hotel facilities. (I4)	The peak capacity of the hotel facilities. (I4)
5.	Characteristics of tourism supply; seasonality (I4)	Characteristics of tourism supply; seasonality (I4)
6.	The types of prices in tourism. (I5)	The types of prices in tourism. (I5)



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7.	The subject of exchange in tourism - tourist service - tourist product. (I5)	The subject of exchange in tourism - tourist service - tourist product. (I5)
8.	Tourism in the country's economic system. (I5)	Tourism in the country's economic system. (I5)
9.	Economic effects and functions of tourism: conversion, induction, acceleration, multiplication. (I5)	Economic effects and functions of tourism: conversion, induction, acceleration, multiplication. (I5)
10.	Economic effects and functions of tourism: export function, the function of stimulating development of underdeveloped areas, the function of employment. (I5)	Economic effects and functions of tourism: export function, the function of stimulating development of underdeveloped areas, the function of employment. (I5)
11.	Net foreign exchange effect of tourism. (I5)	Net foreign exchange effect of tourism. (I5)
12.	Human resources in tourism: main features of employment in tourism. (I6)	Human resources in tourism: main features of employment in tourism. (I6)
13.	Human resources in tourism: working conditions in tourism. (I6)	Human resources in tourism: working conditions in tourism. (I6)
14.	Tourism policy. (I6)	Tourism policy. (I6)
15.	Characteristics of the tourism supply of the Republic of Croatia. (I4)	Characteristics of the tourism supply of the Republic of Croatia. (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

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