

COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Tourist Guidance and Interpretation								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	TURVI	1.7. Year of Study	Third						
1.4. Course Code	TDM19343	1.8. Semester	Fifth / Winter						
1.5. Course Status	Obligatory in Modul D Elective in Modul A, B, C	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Type of Class</th> <th>Total hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> </tr> <tr> <td>Exercises</td> <td>10</td> </tr> </tbody> </table>	Type of Class	Total hours	Lectures	20	Exercises	10	1.10. Class Venue and Schedule	Bernays- According to published schedule
Type of Class	Total hours								
Lectures	20								
Exercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Krešimir Dabo	2.6. Course Associates	
2.2. Academic Rank	MA	2.7. Academic Rank	
2.3. Teaching Rank	Senior Lecturer	2.8. Teaching Rank	
2.4. Contact e-mail	kresimir.dabo@bernays.hr	2.9. Contact e-mail	
2.5. Consultations	According to published schedule	2.10. Consultations	

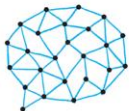
3. COURSE DESCRIPTION

3.1. Course Objectives

Introducing students to the complex and important role which tourism management has in modern tourism, with emphasis on the importance of successful management in the presentation and promotion of tourist destinations, and also has a significant impact on the satisfaction and experience of tourists. It affects the length of stay, and thus the resulting economic and social benefits for the destination and the region. Introducing students through exercises and practices to through personal experience realize the importance of invaluable quality experiences, emotions, and memories that satisfied tourists carry as an emotional souvenir.



3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.								
3.3. Learning Outcomes	LO1: Distinguish terms travel guide and travel companion. LO2: Explain the mediating role of tourist guidance in a destination. LO3: Explain the types of tourist guidances concerning the different types of tourism and typology guided tours. LO4: Explain the personality traits of the tourist guides that affect the quality of tourist guidance. LO5: Clarify the role of tourist guidance in the destination value chain.								
3.4. Course Content	<ol style="list-style-type: none"> 1. Tourist guidance – term and definition: definition of terms tourist guide and travel companion in the EU; 2. The use of the term tourist guide in practice; 3. Theoretical concepts of the role of tourist guide – the role of a tourist guide, a model of the dynamics and structure of the role of tourist guide; 4. Mediating role of tourist guidance – mediation in access to destinations, and attractions, mediation in informing tourists, mediation in interpersonal contacts, tourist guidance and cultural mediation (global and local aspects of mediation, intercultural competence); 5. Interpretation as a form of mediation – types of tourist guides; The role of a tourist guide in the development of sustainable tourism in the destination; 6. Tourist guidance and promotion of responsible and transformative tourism in a destination; 7. Ecotourist guidance; 8. Guided tour in the modern tourism – guided tour as the value for the consumer, guided tour as a tourist experience; Typology of guided tours; Interpretation of the tourist guidance; 9. Evaluation of the quality of a tourist guide – personality traits of the tourist guide as a factor of quality; 10. Tourist guidance in a destination value chain; 11. Tourist guide and consumer satisfaction/tourists – the expectations of tourists, causes and dissatisfactions of tour participants, important research of customer satisfaction; 12. Instruments for measuring the quality of the travel arrangement; 13. The motivation and satisfaction of the participants of daily excursions; 14. Satisfaction with domicile tours; 15. Mentoring standards for tourist guidance by the EU: code of ethics, professional associations, individual prizes and awards, education and training, licensing. 								
3.5. Types of Class Activities	X	Lectures	X	Exercises	X	Field Trips	Multimedia and Network	Mentored Paper	
		Seminars and Workshops		Distance Learning	X	Independent Assignments	Laboratory	Misc.	
3.6. Course Language	Croatian Language								
3.7. Student Obligations	Active participation in the field teaching process, regular participation in class exercises.								
3.8. Monitoring Student Work and ECTS	1	Class Attendance	1, 5	Written Exam		Seminar Paper	Preliminary Exam(s)	1, 5	Project
		Activities in Class		Oral Exam		Research	Essay		Misc.



3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Class Attendance	20
2. Written exam	40
3. Presentation of tourist guides on a given topic	40
Total Points	100

3.10. Obligatory Literature

- Rabotić, B. (2011). *Turističko vođenje – teorija i praksa*. Beograd: Visoka turistička škola strukovnih studija.
- Zakon o pružanju usluga u turizmu, pročišćeni tekst zakona, NN 68/07, 88/10, 30/14, 89/14, 152/14, na snazi od 30.12.2014.

3.11. Supplementary Literature

- Adler, J. (1989). Origins of Sightseeing. *Annals of Tourism Research*, 16 (1), 7-29.
- Lane, M. (2007). The Visitor Journey: The new road to success. *International Journal of Contemporary Management*, 19 (3), 248-254.
- Lugosi, P., Bray, J. (2008). Tour Guiding, Organisational culture and Learning. Lessons from an Entrepreneurial Company, *International Journal of Tourism Research*, 10, 467-479.
- Beck, L., Cable, T. (2002). *Interpretation for the 21st Century: Fifteen Guiding Principles for Interpreting Nature and Culture*. Champaign: Sagamore Publishing.
- Geva, A., Goldman, A. (1991). Satisfaction measurement in guided tours. *Annals of Tourism Research*, 19, 177-185.
- Guerrier, G., Adib, A. (2008). Work at leisure and leisure at work: A study of the emotional labour of tour reprs. *Human Relations*, 56 (1), 1399-1417.
- Ham, S., Weiler, B. (2000). *Six Principles for Tour Guide Training and Sustainable Development in Developing Countries*, 9th Nordic Tourism Research Conference.
- Hilman, W. (2006). *Tour Guides and Emotional Labour: An Overvies of Links in the Literature*. TASA Conference. Perth: Murdoch University&University of Western Australia.
- Neuman, M. (1998). Wandering through the Museum: Experience and Identity ina a Spectator Culture. *Border/lines* (summer) 19-27.
- Poria, Y., Butler, R., Airey, D. (2004). Links between Tourists, Heritage and Reasons for Visiting Heritage Sites. *Journal of Travel Research*, 43, 19-28.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires