



## COURSE SYLLABUS

2019/2020 Academic Year

### GENERAL COURSE INFORMATION

1.1. Course Name	Sustainable Development and Systems in Tourism								
1.2. Study Programme	Tourism Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	ORST	1.7. Year of Study	Second						
1.4. Course Code	TDM19321	1.8. Semester	Fourth/ Summer						
1.5. Course Status	Obligatory	1.9. ECTS	5						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Type</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>30</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	30	Exercises	15	1.10. Class Venue and Schedule	Bernays - According to published schedule
	Course Type	Total Hours							
	Lectures	30							
Exercises	15								

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Romana Lekić	2.6. Course Associates	Dino Bartoluci
2.2. Academic Rank	PhD	2.7. Academic Rank	MA
2.3. Teaching Rank	College Professor	2.8. Teaching Rank	Lecturer
2.4. Contact e-mail	romana.lekic@bernays.hr	2.9. Contact e-mail	dino.bartoluci@bernays.hr
2.5. Consultations	According to published schedule	2.10. Consultations	According to published schedule

### 3. COURSE DESCRIPTION

3.1. Course Objectives	The aim of the course is to familiarise students with basics of systems theory, as well as with the basic features of the application of a systematic approach in tourism and the advantages of a systematic approach compared to traditional research approaches. The introduction to systems theory will help students move away from analytical thinking and to look at tourism as systematic thinkers. Provide basic knowledge and understanding of fundamental terms, concepts and codes related to responsible business operations in tourism. Enable students to use strategies and tactics for management of conflicts, marketing sustainable tourism products, as well as differentiating good from bad examples in practice.
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.



### 3.3. Learning Outcomes

LO1: Explain systems theory.  
LO2: Explain basic terms, concepts and codes in sustainable development.  
LO3: Identify the best model for marketing sustainable tourism products.  
LO4: Interpret the impact and consequences of using natural and social resources in tourism.  
LO5: Present examples of good and bad practice from sustainable development management in managing tourist attractions, transportation and tourist destinations.

### 3.4. Course Content

1. Systems theory basics, basic features of applied systematic approach, systematic approach compared to traditional research approaches, tourism as a complex economic and social system.
2. Sustainable tourism basics: business ethics and morals, global tourism ethics code, corporate social responsibility, concept of sustainable development, transmodern tourism.
3. Context of sustainable tourism: basic dimensions of sustainability, technological environment, key stakeholders, spatial conditioning, demand features.
4. Responsible business in tourism and social resources: the impact of tourism development, use of resources, conflict management.
5. Responsive business in tourism and natural resources: the impact of tourism development, use of resources, conflict management.
6. Marketing of sustainable tourism products: innovative and creative development, value forming, communication of experiences, exchange of influences.
7. Sustainable tourism management practices: hotel industry, other types of accommodation, restauranting, tourist mediation, congress and event organization, tourist attractions, transportation, tourist destination management.

### 3.5. Types of Class Activities

X	Lectures	X	Exercises	X	Field Trips		Multimedia and Network		Mentored Paper
X	Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.

### 3.6. Course Language

Croatian Language

### 3.7. Student Obligations

Class attendance and field trips.

### 3.8. Monitoring Student Work and ECTS

1,3	Class Attendance		Written Exam	1, 7	Seminar Paper	2	Preliminary Exam(s)		Project
	Activities in Class and at Field Trips		Oral Exam		Research		Essay		Misc.

### 3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Class attendance and class participation	10
2. Preliminary exam 1	30
3. Preliminary exam 2	30
4. Seminar paper	30
<b>Total Points (class + final exam)</b>	<b>100</b>

### 3.10. Obligatory Literature

1. Blažević, B. (2007) *Turizam u gospodarskom sustavu*, Sveučilište u Rijeci, Fakultet za turistički i hotelski menadžment Opatija (Chapter I and II)
2. Bilen, M. (2008) *Turizam i okoliš*. Zagreb: Mikrorad





### 3.11. Supplement ary Literature

1. Weaver, D. (2006) *Sustainable Tourism. Theory and Practice*. Oxford: Butterworth-Hainemann

### 3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires

