



## COURSE SYLLABUS

2019/2020 Academic Year

### GENERAL COURSE INFORMATION

1.1. Course Name	Evaluation of Tourist Destination Sustainability								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	EOTD	1.7. Year of Study	3.						
1.4. Course Code	TDM19331, TDM19339	1.8. Semester	5./ Winter						
1.5. Course Status	Obligatory for A/C Modul Elective for B/C Modul	1.9. ECTS	4						
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>10</td> </tr> <tr> <td>Exercises</td> <td>20</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	10	Exercises	20	1.10. Class Venue and Schedule	Bernays – according to the schedule
Course Type	Total Hours								
Lectures	10								
Exercises	20								

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Branimir Blajić	2.6. Course Associates	
2.2. Academic Rank	Mr.sc.	2.7. Academic Rank	
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank	
2.4. Contact e-mail	branimir.blajic@bernays.hr	2.9. Contact e-mail	
2.5. Consultations	According to published schedules	2.10. Consultations	

### 3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the "Evaluation of sustainability of the tourist destination" course is to introduce students to the basic elements of the analysis of competitiveness and performance through the factors of competing matches, i.e. everything that determines the competitiveness of the tourist destination and which are the destination performance criteria. Further, the objective is to enable them to apply the techniques or tools used in the market match.
3.2. Enrolment Criteria	There are no requirements for enrolment.



<b>3.3. Learning Outcomes</b>	<p>LO1. Explain what competitiveness in tourism depends on.</p> <p>LO2. Determine the criteria of tracing the success of the tourist destination.</p> <p>LO3. Specify what the optimization of the production mix of the destination mean</p> <p>LO4. Explain how the efficiency of using superstructure and other resource destinations can be measured</p> <p>LO5. Explain how the degree of satisfaction with the product/experience in the destination can be determined</p> <p>LO6. Specify the techniques to continuously attract target groups of visitors</p>
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<b>3.4. Course Content</b>	<p>Competitiveness in tourism through the success of the interaction of all comparative and competitive advantages of destinations and tourism products, analysis of competitiveness in tourism according to the methodology of the Institute for tourism through tourist destination and tourism product or their symbiosis, defining performance criteria as a framework for establishing a system of competitiveness indicators in tourism, based on the specifics of touristic products and competitiveness of the destination</p> <p>The importance of the quality of life of the local community in the tourist destination and preservation of the natural environment. An example of research of Travel &amp; Tourism Competitiveness Index (TTCI) which has been defined in the context of the World Economic Forum's Industry Partnership Programme for Aviation, Travel and Tourism Sector, with the participation of numerous international and National tourism organisations</p>
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<b>3.5. Types of Class Activities</b>	<table border="1"> <tr> <td style="text-align: center;">X</td> <td>Lectures</td> <td style="text-align: center;">X</td> <td>Exercises</td> <td style="text-align: center;"></td> <td>Field Trips</td> <td style="text-align: center;"></td> <td>Multimedia and Network</td> <td style="text-align: center;"></td> <td>Mentored Paper</td> </tr> <tr> <td style="text-align: center;">X</td> <td>Seminars and Workshops</td> <td style="text-align: center;"></td> <td>Distance Learning</td> <td style="text-align: center;">X</td> <td>Independent Assignments</td> <td style="text-align: center;"></td> <td>Laboratory</td> <td style="text-align: center;"></td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper	X	Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.
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<b>3.6. Course Language</b>	Croatian Language
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<b>3.7. Student Obligations</b>	Active attendance and participation in the study course, regular resolution of homework and exercises in class.
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<b>3.8. Monitoring Student Work and ECTS</b>	<table border="1"> <tr> <td style="text-align: center;">1</td> <td>Class Attendance</td> <td style="text-align: center;"></td> <td>Written Exam</td> <td style="text-align: center;"></td> <td>Seminar Paper</td> <td style="text-align: center;">3</td> <td>Preliminary Exam(s)</td> <td style="text-align: center;"></td> <td>Project</td> </tr> <tr> <td style="text-align: center;"></td> <td>Activities in Class</td> <td style="text-align: center;"></td> <td>Oral Exam</td> <td style="text-align: center;"></td> <td>Research</td> <td style="text-align: center;"></td> <td>Essay</td> <td style="text-align: center;"></td> <td>Misc.</td> </tr> </table>	1	Class Attendance		Written Exam		Seminar Paper	3	Preliminary Exam(s)		Project		Activities in Class		Oral Exam		Research		Essay		Misc.
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<b>3.9. Grading Students during Class and Final Exam</b>	<table border="1"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Class Attendance</td> <td>12</td> </tr> <tr> <td>2. Activities in Class</td> <td>18</td> </tr> <tr> <td>3. Preliminary Exam 1</td> <td>30</td> </tr> <tr> <td>4. Preliminary Exam 2</td> <td>40</td> </tr> <tr> <td><b>Total Points</b></td> <td><b>100</b></td> </tr> </tbody> </table>	Grade Type	Points	1. Class Attendance	12	2. Activities in Class	18	3. Preliminary Exam 1	30	4. Preliminary Exam 2	40	<b>Total Points</b>	<b>100</b>
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<b>3.10. Obligatory Literature</b>	1. Magaš, Vodeb, Zadal. (2018). <i>Menadžment turističke destinacije i destinacije</i> , FTMU
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<b>3.11. Supplementary Literature</b>	<p>1. Ivandić, N., Kunst, I. (2013). <i>Akcijski plan podizanja konkurentnosti hrvatskog turizma</i>. Zagreb: Institut za turizam. Dostupno na: <a href="http://www.mint.hr/UserDocsImages/131210-p_konkurentnost.pdf">http://www.mint.hr/UserDocsImages/131210-p_konkurentnost.pdf</a></p> <p>2. Kunst, I. (2012). <i>Hrvatski turizam i EU integracije: Prilog razvojnoj održivosti</i>. Zagreb: Naklada Jesenski i Turk, Institut za turizam.</p> <p>3. Travel&amp;Tourism Competitiveness Report' (2009). <i>Managing in a Time of Turbulence</i>.</p>
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4. Žmuk, B., Morović, A. (2015). Statistička analiza trendova u turizmu u zemljama Europske unije pomoću odabranih pokazatelja turističke potražnje. *Zbornik Ekonomskog fakulteta u Zagrebu*, 13 (1), 19-38.

### 3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires