



## COURSE SYLLABUS

2019/2020 Academic Year

### GENERAL COURSE INFORMATION

1.1. Course Name	Anthropology, Ethics and Aesthetics in Tourism		
1.2. Study Programme	Tourism Destination Management and Marketing undergraduate professional study programme		
1.3. Course Short Name	AEET	1.7. Year of Study	First
1.4. Course Code	TDM19301	1.8. Semester	First / Winter
1.5. Course Status	Obligatory	1.9. ECTS	5
1.6. Course Structure	<b>Course Type</b>	<b>Total Hours</b>	1.10. Class Venue and Schedule Bernays - According to published schedule
	Lectures	20	
	Exercises	10	

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Romana Lekić	2.6. Course Associates	Karlo Kolesar
2.2. Academic Rank	PhD	2.7. Academic Rank	Struč. spec. oec.
2.3. Teaching Rank	College Professor	2.8. Teaching Rank	Assistant
2.4. Contact e-mail	romana.lekic@bernays.hr	2.9. Contact e-mail	karlo.kolesar@bernays.hr
2.5. Consultations	According to published schedule	2.10. Consultations	According to published schedule

### 3. COURSE DESCRIPTION

#### 3.1. Course Objectives

The objective of the course is to familiarise students with the holistic concept of tourism and guide them towards groups of tourism definitions that encompass the phenomenon of tourism as a whole. To familiarise them with the basic anthropology of tourism that studies the nature of tourism and tourists, i.e. the social, economic and cultural effects of tourism on the domestic population in receptive countries. The emphasis will be placed on the relationship between tourists and hosts, and to familiarise them with the tourism rituals, where anthropology studies tourism as a form of game. To familiarise students with the best-known ethical concepts and dominant ethical paradigms in tourism, as well as the ethics of the interesting in tourism. Describe the basic concepts in tourism. Interpret the preconditions, importance and features of tourism. Describe the process of emergence and development of tourism. Explain the factors of development, forms and types of tourism, and introduce them to tourism motives.



<b>3.2. Enrolment Criteria</b>	There are no specific requirements for enrolment in this course.																							
<b>3.3. Learning Outcomes</b>	LO1: Explain basic concepts in tourism. LO2: Interpret the preconditions, importance and features of tourism. LO3: Describe the process of emergence and development of tourism. LO4: Identify the factors of development, forms and types of tourism. LO5: Analyse tourism motives. LO6: Interpret the activities and effects of tourism.																							
<b>3.4. Course Content</b>	1. Basics concepts in tourism: tourists and tourist travel, tourism and tourist destination, tourism resources and activities. 2. Preconditions, importance and features of tourism: preconditions for tourism development, importance and complexity of tourism, basic tourism features. 3. Origin and development of tourism: history of tourism and the first travels, grand tour and the beginnings of organised tourism, emergence and development of contemporary tourism. 4. Factors of tourism development: tourism demand factors, tourism offer factors, intermediary factors. 5. Forms and types of tourism: tourism motives, tourism forms, types of tourism. 6. Impacts and effects of tourism: impact of tourism on economic development, impact of tourism on the natural environment, impact of tourism on society and culture. 7. Organisation and policies in tourism: tourism system, organisations in tourism, tourism policies and legislation. Planning and development of tourism: planning in tourism, planning sustainable development in tourism.																							
<b>3.5. Types of Class Activities</b>	X	Lectures	X	Exercises	X	Field Trips		Multimedia and Network		Mentored Paper														
	X	Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.														
<b>3.6. Course Language</b>	Croatian Language																							
<b>3.7. Student Obligations</b>	Class attendance and field trips.																							
<b>3.8. Monitoring Student Work and ECTS</b>	1	Class Attendance	1	Written Exam	2	Seminar Paper		Preliminary Exam(s)		Project														
		Activities in Class and at Field Trips	1	Oral Exam		Research		Essay		Misc.														
<b>3.9. Grading Students during Class and Final Exam</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #cccccc;">Grade Type</th> <th style="background-color: #cccccc;">Points</th> </tr> </thead> <tbody> <tr> <td>1. Class attendance</td> <td style="text-align: center;">5</td> </tr> <tr> <td>2. Class participation</td> <td style="text-align: center;">5</td> </tr> <tr> <td>3. Preliminary exam 1</td> <td style="text-align: center;">35</td> </tr> <tr> <td>4. Preliminary exam 2</td> <td style="text-align: center;">20</td> </tr> <tr> <td>5. Seminar paper</td> <td style="text-align: center;">35</td> </tr> <tr> <td><b>Total Points (class + final exam)</b></td> <td style="text-align: center;"><b>100</b></td> </tr> </tbody> </table>										Grade Type	Points	1. Class attendance	5	2. Class participation	5	3. Preliminary exam 1	35	4. Preliminary exam 2	20	5. Seminar paper	35	<b>Total Points (class + final exam)</b>	<b>100</b>
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### 3.10. Obligatory Literature

1. Pirjavec, B., Kesar, O. (2002). *Počela turizma*. Zagreb: Mikrorad i Ekonomski fakultet

### 3.11. Supplementary Literature

1. Čorak, S., Mikačić, V., Trezner, Ž. (2009). *Osnove turizma*. Zagreb: Školska knjiga. (odabrana poglavlja)
2. Čavlek, N., Bartoluci, M., Prebežac, D., Kesar, O. i sur. (2011) *Turizam: Ekonomske osnove i organizacijski sustav*. Zagreb: Školska knjiga. (odabrana poglavlja)
3. Rostuhar, D. (2012). *Degustacija slobode – zašto putujemo i kako time mijenjamo svijet*, Klub za ekspedicionizam i kulturu.

### 3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires