



## COURSE SYLLABUS

2019/2020 Academic Year

### GENERAL COURSE INFORMATION

1.1. Course Name	Travel Agencies, Tour Operators and Destination Management Companies								
1.2. Study Programme	Tourism Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	TATD	1.7. Year of Study	3						
1.4. Course Code	TDM19340, 19334	1.8. Semester	Fifth / Winter						
1.5. Course Status	Obligatory (modul C) / Elective (modul A, B, D)	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 published schedule
Course type	Total hours								
lectures	10								
exercises	20								

### 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 this course is to familiarise students with the role and the method of operations of travel agencies and tour operators. Explain the importance of the impact of travel agencies and tour operators on the development of tourism, as well as to explain the theory and practice of mediation in tourism. The objective is also to enable students to acquire specific knowledge and skills related to management and marketing in destination management companies, as well as acquiring specific knowledge and techniques within the complex organisational system of a destination management company. Argue the purpose of forming specialised receptive travel agencies (DMK – destination management company) and their importance in raising the entire value of the destination offer, adapted to the needs and/or requirements of the specific market segments of tourism.
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<b>3.2. Enrolment Criteria</b>	There are no specific conditions for enrolment in this course.																					
<b>3.3. Learning Outcomes</b>	<p>LO1: Describe historical development and contemporary tendencies and trends in the development of travel agencies and tour operators.</p> <p>LO2: Comprehend the organizational structure and specifics of the work process in travel agencies and tour operators.</p> <p>LO3: Identify contemporary tendencies and problems in the development, organization and operation of tourist agencies and tour operators in the Republic of Croatia.</p> <p>LO4: Argumentate the goals of forming a DMC (Destination Management Company).</p> <p>LO5: Create a complex tourism product.</p>																					
<b>3.4. Course Content</b>	<ol style="list-style-type: none"> <li>1. Historical development of organized travel and market conditions of travel agencies and tour operators;</li> <li>2. Concept, role and operations of travel agencies and tour operators;</li> <li>3. Challenges to DMK development in Croatia;</li> <li>4. Elements of DMK business model;</li> <li>5. Research process and segmentation of tourism market;</li> <li>6. Creation of complex tourist products;</li> <li>7. Tourism products;</li> <li>8. Promotion of tourism products;</li> <li>9. Channels and forms of distribution</li> <li>10. Consumer protection.</li> </ol>																					
<b>3.5. Types of Class Activities</b>	X	Lectures	X	Exercises	X	Field Trips		Multimedia and Network	Mentored Paper													
		Seminars and Workshops		Distance Learning	X	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	2	Written Exam		Seminar Paper		Preliminary Exam(s)	1	Project												
		Activities in Class and at Field Trips		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 and class participation</td> <td style="text-align: center;">10</td> </tr> <tr> <td>2. Preliminary exam 1</td> <td style="text-align: center;">30</td> </tr> <tr> <td>3. Preliminary exam 2</td> <td style="text-align: center;">30</td> </tr> <tr> <td>4. Project</td> <td style="text-align: center;">30</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 and class participation	10	2. Preliminary exam 1	30	3. Preliminary exam 2	30	4. Project	30	<b>Total points (class + final exam)</b>	<b>100</b>
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### 3.10. Obligatory Literature

1. Hrvatska turistička zajednica (2014). *Destinacijske menadžment kompanije; priručnik za uspješno poslovanje i marketing u turizmu posebnih interesa*. Zagreb.
2. Hrvatska turistička zajednica (2014). *Destinacijske menadžment kompanije; ključna pitanja i odgovori za uspješno poslovanje i marketing u turizmu posebnih interesa*. Zagreb.
3. Čavlek, N. (1998). *Turoperatori i svjetski turizam*. Zagreb: Golden marketing.

### 1.1. Supplementary Literature

1. Vukonić, B. (2003). *Turističke agencije*. Zagreb: Mikrorad.
2. Spasić, V., Rabić, B. (2010). *Poslovanje turističkih agencija: drugo izmjenjeno i dopunjeno izdanje*. Beograd: Visoka turistička škola strukovnih studija.
3. Dulčić, A. (2005). *Turističke agencije: poslovanje i menadžment*. Split: Ekokon d.o.o.
4. Chand, M. (2009). *Travel Agency Management: An Introductory Text*, Second revised & enlarged edition. New Delhi, India: Anmol Publications Pvt. Ltd.
5. Syrratt, G., Archer, J. (2004). *Manual of Travel Agency Practice*, Third edition. Elsevier Butterworth-Heinemann.

### 1.1. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires