



COURSE SYLLABUS

2018/2019 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Psychology in Tourism								
1.2. Study Programme	Tourism Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	PSITU	1.7. Year of Study	Second						
1.4. Course Code	TDM19324	1.8. Semester	Fourth /Summer						
1.5. Course Status	Obligatory	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>20</td> </tr> <tr> <td>Exercises</td> <td>10</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	20	Exercises	10	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Type	Total Hours								
Lectures	20								
Exercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Maša Tonković Grabovac	2.6. Course Associates	Mia Flander Tadić
2.2. Academic Rank	PhD	2.7. Academic Rank	MA
2.3. Teaching Rank	Assistant Professor	2.8. Teaching Rank	Lecturer
2.4. Contact e-mail	masa.tonkovic@bernays.hr	2.9. Contact e-mail	mia.flander-tadic@bernays.hr
2.5. Consultations	According to published schedule	2.10. Consultations	According to published schedule

3. COURSE DESCRIPTION

3.1. Course Objectives	Introduce students to the basics of psychology applied in tourism. Provide students with knowledge of the mechanisms of experience and behaviour of people who use tourism services or directly or indirectly provide them. Provide students with a better understanding of the tourist experience as a prerequisite for managing and marketing tourist destinations. Enable students to inspect and analyse their own experience of a tourism service.
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.



3.3. Learning Outcomes	<p>LO1. Explain the contribution of psychology and its research methods in the management and marketing of tourist destinations.</p> <p>LO2. Apply knowledge of individual differences in characteristics, experiences, feelings, personalities, cognitions and motivations of different groups of tourism service users in the management and marketing of tourist destinations.</p> <p>LO3. Apply knowledge from social, positive, ecological and ergonomic psychology in the management and marketing of tourist destinations.</p> <p>LO4. Apply form of proper communication in marketing and management in tourism.</p> <p>LO5. Explain good and bad practice of human resource management of organizational psychology in tourism.</p>									
3.4. Course Content	<ol style="list-style-type: none"> 1. Contribution of psychology to tourism. 2. Research methods in psychology of tourism. 3. Experiences of tourist destination users. 4. Personality and tourism. 5. Life values and tourism. 6. Emotions and motivation of tourist service users. 7. Cognitive psychology and tourism. 8. Intercultural relations in tourism. 9. Communication in tourism. 10. Respecting diversity in tourism. 11. Positive psychology and tourism. S 12. Stress management in tourism. 13. Ecological psychology and tourism. 14. Ergonomic psychology and tourism. Managing human resources in tourism. 									
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	Attending lectures and field trips									
3.8. Monitoring Student Work and ECTS	1	Class Attendance	█	Written Exam	█	Seminar Paper	2	Preliminary Exam(s)	1	Project
	█	Activities in Class	█	Oral Exam	█	Research	█	Essay	█	Misc.

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

Grade Type	Points
1. Class Attendance	10
2. Project	30
3. Preliminary Exam 1	30
4. Preliminary Exam 2	30
Total Points	100

3.10. Obligatory Literature

1. Miljković, D., Rijavec, Miljković Krečar, I. (2018). *Psihologija u turizmu*. Zagreb: IEP.

3.11. Supplement ary Literature

1. Ćorkalo Biruški, D. (Ed.) (2009). *Primijenjena psihologija – pitanja i odgovori*. Zagreb: Školska knjiga.
2. Tonković Grabovac, M., Morić Milovanović, B. (2015). Provjera osnovnih postavki modela poduzetničke orijentacije na hrvatskim poduzetnicima. *Suvremena psihologija*, 18(1), 21-41.
3. Tonković Grabovac, M. (2015). Između psihoterapije i konzaltinga - Coaching u organizacijama. U M. Tonković Grabovac, U. Mikac and T. Vukasović Hlupić (Ed.), *PsiboFESTologija - Ovo nije samo još jedna knjiga iz popularne psihologije* (pp. 111-115). Zagreb: FF Press.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires