



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Management of Special Forms of Tourism								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	MPOT	1.7. Year of Study	Third						
1.4. Course Code	TDM19347	1.8. Semester	Sixth / 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>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	Romana Lekić	2.6. Course Associates	Dino Bartoluci
2.2. Academic Rank	Dr. sc.	2.7. Academic Rank	Struč. spec. oec.
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 main objective of the course is to familiarise students with contemporary trends in the area of tourism demand and tourism supply. To acquaint students with the possibilities of economically assessing special / specific forms of tourism, and relevant knowledge about forms of tourism within the modern concept of management and linking with the resource base.
3.2. Enrolment Criteria	No specific requirements.



3.3. Learning Outcomes	<p>LO1: Distinguish between qualitative and quantitative global tourism trends LO2: Recognise the process of evolution of socio-economic trends in contemporary tourism LO3: Present the process of origin, determination and characteristics of special (specific) forms of tourism LO4: Provide examples of good and bad practice in the development of special forms of tourism LO5: Analyse the effects of holiday tourism as the main form of tourism</p>																				
3.4. Course Content	<p>1. Theoretical approach to tourism resource management; 2. Qualitative and quantitative global tourism trends; 3. Evolution of socio-economic trends in contemporary tourism; 4. Creation, designation and characteristics of special/specific forms of tourism; 5. Cultural tourism with its subforms, Health tourism, wellness and spa tourism and health culture in tourism; 6. Nautical tourism; 7. Sports and recreational aspects of specific tourism; 8. Cyclotourism; Adventure tourism; Urban (city) tourism, 9. Congress and business tourism - MICE Tourism; Gastro-enological tourism; 10. Rural tourism; ecotourism; 11. Religious and pilgrim tourism; Event tourism;</p>																				
3.5. Types of Class Activities	<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;"> </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		Independent Assignments		Laboratory		Misc.
X	Lectures	X	Exercises		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	Attendance of classes and field classes																				
3.8. Monitoring Student Work and ECTS	<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;">3</td> <td>Seminar Paper and Presentation</td> <td style="text-align: center;">1</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	3	Seminar Paper and Presentation	1	Preliminary Exam(s)		Project		Activities in Class		Oral Exam		Research		Essay		Misc.
1	Class Attendance		Written Exam	3	Seminar Paper and Presentation	1	Preliminary Exam(s)		Project												
	Activities in Class		Oral Exam		Research		Essay		Misc.												
3.9. Grading Students during Class and Final Exam	<table border="1"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Class attendance and participation</td> <td>10</td> </tr> <tr> <td>2. Preliminary exam 1</td> <td>30</td> </tr> <tr> <td>3. Preliminary exam 2</td> <td>30</td> </tr> <tr> <td>4. Seminar Paper and Oral Presentation</td> <td>30</td> </tr> <tr> <td>Total Points</td> <td>100</td> </tr> </tbody> </table>	Grade Type	Points	1. Class attendance and participation	10	2. Preliminary exam 1	30	3. Preliminary exam 2	30	4. Seminar Paper and Oral Presentation	30	Total Points	100								
Grade Type	Points																				
1. Class attendance and participation	10																				
2. Preliminary exam 1	30																				
3. Preliminary exam 2	30																				
4. Seminar Paper and Oral Presentation	30																				
Total Points	100																				
3.10. Obligatory Literature	1. Rabić, B.(2012) Selektivni oblici turizma, Belgrade, Visoka turistička škola strukovnih studija																				
3.11. Supplementary Literature	1. Geić, S., Menadžment selektivnih oblika turizma, (2011) Sveučilišni studijski centar za stručne studije Split 2. Grupa autora, Hrvatski Turizam plavo, bijelo, zeleno, Institut za turizam, Zagreb, 2005.																				

Edward Bernays

University College

Communications | Tourism



Edward Bernays

Visoka škola za

komunikacijski menadžment

Ratkajev prolaz 8

10000 Zagreb

OIB 13055296868

t: +385 1 555 12 12

e: info@bernays.hr

www.bernays.hr

**3.12. Quality
Monitoring
Methods**

Observations and evaluation of teaching; student questionnaires



komunikacije



turizam



cjeloživotno
obrazovanje

COMMUNICATION
MANAGEMENT
FORUM

CMR Communication
Management
Review



**Bernays
Masterclass**