



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Creative Industries and Innovations in Tourism								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	KIIT	1.7. Year of Study	Third						
1.4. Course Code	TDM19346	1.8. Semester	Sixth / Summer						
1.5. Course Status	Obligatory	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Type of course</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>	Type of course	Total hours	Lectures	20	Exercises	10	1.10. Class Venue and Schedule	Bernays – according to the published schedule
Type of course	Total hours								
Lectures	20								
Exercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Jasna Horvat	2.6. Course Associates	Jospia Mijoč
2.2. Academic Rank	PhD	2.7. Academic Rank	PhD
2.3. Teaching Rank	Full Professor	2.8. Teaching Rank	Associate Professor
2.4. Contact e-mail	jasna.horvat@bernays.hr	2.9. Contact e-mail	josipa.mijoc@bernays.hr
2.5. Consultations	According to published schedule	2.10. Consultations	According to published schedule

3. COURSE DESCRIPTION

3.1. Course Objectives	Raising awareness of the importance of creative industries, their contribution to tourism and the main obstacles and connectivity issues in the context of sustainable development based on knowledge and innovation. Getting acquainted with the proposal of the organizational model of creative industries in Croatia and its 12 sectors that comprise 45 activities. Combining critical and academic approaches to creative industries encourage students to develop practical, professional and managerial skills needed for the development of innovative projects in tourism.
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.



3.3. Learning Outcomes

LO1. Define 12 sectors of creative industries in Croatia.
LO2. Explain the entrepreneurial and management potential of creative amateurs and professionals.
LO3. Explain the importance of the transformational power of the creative industries and the ability to connect with tourism.
LO4. Explain examples of practice that creative industries can become a resource base for the development of new products in tourism.
LO5. Explain the special role of computer programs, games and new media in the interpretation of cultural heritage in tourism - examples of convergence between print and digital media, computer games, virtual reality and other forms of expanded reality.

3.4. Course Content

The specifics of the creative industries and each of their 12 sectors: Architecture, Film, Museums, libraries and heritage, Design (fashion, graphics, interior design and product), Music and performing arts, Art (writing, visual and performing arts), Publishing, Electronic media, Advertising and marketing communications, Crafts (traditional arts and crafts) and Photography. Through examples, show where there is a significant space for expanding the creative industries sector and boosting the activity (and thus increasing employment) in tourism; the entrepreneurial and management potential of creative professionals who are the carriers of the activity. Consider the characteristics of creative industries, such as the fragmented economic structure with the prevalence of micro-enterprises and the above-average number of self-employed; the creative and innovative potential of the creative industries and the transformational power of creative industries as the basis for better cooperation with tourism and leisure and leisure industries; horizontal linking of cultural policy with other public policies - economy, entrepreneurship, tourism, construction, spatial planning in creating a vision for the creative industries development; a creative economy that generates employment, stimulates innovation and trade, contributing at the same time to social cohesion, cultural diversity, ecological sustainability. In the center of the creative economy there are creative industries.

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	X	Misc.

3.6. Course Language

Croatian Language

3.7. Student Obligations

Attendance 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 and Activity	10
2. Preliminary Exam 1	30
3. Preliminary Exam 2	30
4. Project	30
Total Points	100



3.10. Obligatory Literature

1. Horvat, Jasna; Mijoč, Josipa; Zrnić, Ana (2018). *Ars Andizetum*. Osijek: Andizet – Institut za znanstvena i umjetnička istraživanja u kreativnoj industriji
2. Horvat, Jasna; Tomašević, Nives (2012). *Nevidljivo nakladništvo*. Zagreb: Naklada Ljevak

3.11. Supplementary Literature

1. Horvat, Jasna (2019). Kružnost u kreativnoj industriji. *Književna revija (Osijek)*, 59, 1; 7-26.
2. Nickerson, Raymond S. (1999.). Enhancing Creativity. In: Sternberg, Robert J. (ed.), *Handbook of Creativity*. Cambridge University Press, 392-431.
3. Rašić Bakarić, Ivana; Bačić, Katarina; Božić, Ljiljana (2015). *Mapiranje kreativnih i kulturnih industrija u Republici Hrvatskoj*. Zagreb: Ekonomski institut.
4. Srića, Velimir (1993). *Upravljanje kreativnošću*. Zagreb: Školska knjiga
5. Taylor, Calvin (2011). Socializing Creativity: entrepreneurship and innovation in the creative industries. In: Collete Henry, Anne de Bruin (ed.), *Entrepreneurship and the Creative Economy – Process, Practice and Policy*. Elgar Publishers, 30-.50.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires