



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Human Resource Management								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	ULJUP	1.7. Year of Study	Second						
1.4. Course Code	TDM19322	1.8. Semester	Fourth / 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	Maša Tonković Grabovac	2.6. Course Associates
2.2. Academic Rank	PhD	2.7. Academic Rank
2.3. Teaching Rank	Assistant Professor	2.8. Teaching Rank
2.4. Contact e-mail	masa.tonkovic@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to published schedule	2.10. Consultations

3. COURSE DESCRIPTION

3.1. Course Objectives	The aim of the course is to gain insight into the organization and management of human resources in tourism, and to understand the models and processes of human resource management through the analysis of various practical examples.
3.2. Enrolment Criteria	There are no specific requirements for enrolment
3.3. Learning Outcomes	LO1. Explain the processes of creating and using human resources and their application in the management of a tourist destination.



- LO2. Analyse the facts about obtaining and selecting human resources in tourism.
- LO3. Compare motivational interventions and human resource development strategies in tourism.
- LO4. Explain the interventions on managing work performance and its measurement and rewarding employees in tourism.
- LO5. Apply the knowledge of the labour market, organization and human resource structure in tourism.
- LO6. Evaluate examples of good and bad practices of human resource management in Croatian tourism.

3.4. Course Content

1. Introduction to human resource management.
2. The specificity of human resources management in the management of tourist destinations.
3. Processes of creation and use of human resources.
4. Recruitment and selection of human resources.
5. Application of motivation theory in the context of human resource management.
6. Human resources development.
7. Work performance management.
8. Performance measurement.
9. Compensation strategies.
10. Organization and structure of human resources in tourism.
11. Modern trends in human resource management.
12. Specific features of the Croatian labour market. Ethics in human resource management.
13. Managing human resources in Croatian tourism.

3.5. Types of Class Activities

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

Attending lectures and presenting a project assignment.

3.8. Monitoring Student Work and ECTS

1	Class Attendance		Written Exam		Seminar Paper	3	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	10
3. Preliminary Exam 1	40
4. Preliminary Exam 2	40



Total Points	100
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3.10. Obligatory Literature

1. Bahtijarević-Šiber, F. (2014). *Strateški menadžment ljudskih potencijala*. Zagreb: Školska knjiga.

3.11. Supplementary Literature

1. Marušić, S. (2001). *Upravljanje ljudskim potencijalima*. Zagreb: Golden marketing.
2. Vujić, V. (2004). *Menadžment ljudskog kapitala*. Sveučilište u Rijeci, Fakultet za turistički i hotelski menadžment Opatija, Rijeka.
3. Šverko, B. (2012). *Ljudski potencijali: Usmjeravanje, odabir i osposobljavanje*. Zagreb: Hrvatska Sveučilišna naklada.
4. Nickson, D. (2007). *Human Resource Management for the Hospitality and Tourism Industries*. Oxford: Elsevier.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires