



COURSE SYLLABUS

2019/2020 Academic Year

1. GENERAL COURSE INFORMATION

1.1. Course Name	Destination Economics									
1.2. Study Programme	Tourist Destination Management and Marketing professional undergraduate study programme									
1.3. Course Short Name	EKDES	1.7. Year of Study	First							
1.4. Course Code	TDM19309	1.8. Semester	Second / Summer							
1.5. Course Status	Obligatory	1.9. ECTS	5							
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Type of Class</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 Class	Total Hours	Lectures	20	Exercises	10	1.10. Class Venue and Schedule	Bernays – According to published schedule
	Type of Class	Total Hours								
	Lectures	20								
Exercises	10									

2. TEACHING STAFF

2.1. Lecturer in Charge	Branimir Blajić	2.6. Course Associates
2.2. Academic Rank	MSc	2.7. Academic Rank
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank
2.4. Contact e-mail	neven.ivandic@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to published schedule	2.10. Consultations

3. COURSE DESCRIPTION

3.1. Course Objectives	<p>The objective of the course “Destination Economics” is to provide an understanding of economic characteristics of supply and demand in tourism, tourism trends of supply and demand and the impact of various factors on pricing. To introduce students to the role of tourism in the economy. To study and compare the various methods of evaluation of projects and decision-making at the level of tourist destinations and individual stakeholders in the tourist destination. To point out the international economic aspects of tourism, the importance and consequences of investments in the tourist destination. To familiarise students with different competitive strategies in a destination and how to boost competitiveness at the level of destinations and companies.</p>
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3.2. Enrolment Criteria	There are no specific enrolment requirements.																				
3.3. Learning Outcomes	<p>LO1: Explain the concept of integration of tourism and tourism destinations as the economic and social system and the connection between system components of destination tourism.</p> <p>LO2: Explain the concepts of tourism supply and demand, prices and elasticity of supply and demand in tourism.</p> <p>LO3: Explain the development factors and the economic effects of tourism.</p> <p>LO4: Explain the factors of evaluation of projects in the tourist destination and external factors.</p>																				
3.4. Course Content	<ol style="list-style-type: none"> 1. Introduction – economic characteristics of tourism, tourism in the economic environment. 2. Tourist destination and tourism as an economic and social system. 3. Concepts and determinants of tourism supply and demand. 4. Components of the system of destination tourism offer. 5. Prices and elasticity of supply and demand in tourism. 6. Development factors of tourism. 7. External factors in tourism. 8. Economic impacts of tourism. 9. The evaluation of projects in the tourist destination. 																				
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 Pap</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 Pap	X	Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.
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3.6. Course Language	Croatian Language																				
3.7. Student Obligations	Class attendance is obligatory. Regular class attendance significantly facilitates passing the course.																				
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;">3</td> <td>Written Exam</td> <td style="text-align: center;">1</td> <td>Seminar paper and oral presentation</td> <td style="text-align: center;"></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	3	Written Exam	1	Seminar paper and oral presentation		Preliminary Exam(s)		Project		Activities in Class		Oral Exam		Research		Essay		Misc.
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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</td> <td style="text-align: center;">5</td> </tr> <tr> <td>2. Activities in Class</td> <td style="text-align: center;">5</td> </tr> <tr> <td>3. Preliminary Exam 1</td> <td style="text-align: center;">42</td> </tr> <tr> <td>4. Preliminary Exam 2</td> <td style="text-align: center;">39</td> </tr> <tr> <td>5. Seminar Paper</td> <td style="text-align: center;">9</td> </tr> <tr> <td>Total Points (lectures + final exam)</td> <td style="text-align: center;">100</td> </tr> </tbody> </table>	Grade Type	Points	1. Class Attendance	5	2. Activities in Class	5	3. Preliminary Exam 1	42	4. Preliminary Exam 2	39	5. Seminar Paper	9	Total Points (lectures + final exam)	100						
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3.10. Obligatory Literature	<ol style="list-style-type: none"> 1. Tribe, J. (2016). <i>The Economics of Recreation, Leisure and Tourism (fifth edition)</i>. Oxon - New York: Routledge. (odabrana poglavlja) 																				





3.11. Supplementary Literature

1. Čavlek, N., Bartoluci, M., Prebežac, D., Kesar, O. i sur. (2011). *Turizam: Ekonomske osnove i organizacijski sustav*. Zagreb: Školska knjiga. (odabrana poglavlja)
2. Blažević, B. (2007). *Turizam u gospodarskom sustavu*. Opatija: Sveučilište u Rijeci, Fakultet za turistički i hotelski menadžment Opatija. (odabrana poglavlja)
3. Samuelson, P.A., Nordhaus, W. D. (2016). *Ekonomija*. Zagreb: Mate. (odabrana poglavlja)
4. Dwyer, L., Tomljenović, R., Čorak, S. (2017). *Evolution of Destination Planning and Strategy The Rise of Tourism in Croatia*. New York - London: Palgrave Macmillan, 2017. str. 149-171
5. Ivandić, Neven; Kunst, Ivo; Telišman-Košuta, Neda (2015). [Konkurentnost hrvatskog turizma: stanje, odrednice i aktivnosti unapređenja](#), Kandžija, V. (ur.) *Razvoj gospodarske konkurentnosti Republike Hrvatske kao članice EU*. Rijeka: Ekonomski fakultet Sveučilišta u Rijeci, 2015. str. 71-87
6. Štalo, I; Ivandić, N.; Marušić, Z. (2011). Ukupan doprinos turizma gospodarstvu Hrvatske: input-output model i satelitski račun turizma. *Ekonomski pregled : mjesečnik Hrvatskog društva ekonomista Zagreb*, **62** (2011), 5-6; 267-285
7. Wanho, N. (2005). *The Economics of Tourism Destinations*. Oxford: Elsevier Butterworth Heinemann

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires