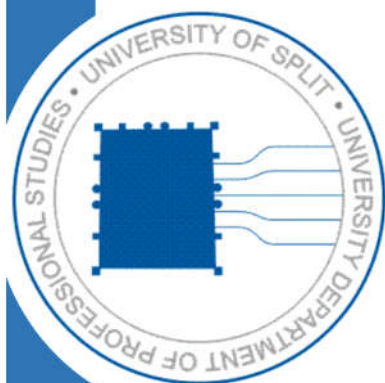


Course syllabus

Organisation of International Travel, Tourism and Trade



COURSE DETAILS

<i>Type of study programme</i>	Undergraduate professional study programme- 180 ECTS	
<i>Study programme</i>	BUSINESS TRADE	
<i>Course title</i>	Organisation of international travel, tourism and trade	
<i>Course code</i>	STP037	
<i>ECTS (Number of credits allocated)</i>	6	
<i>Course status</i>	Core	
<i>Year of study</i>	Third (III.)	
<i>Course Web site</i>	https://moodle.oss.unist.hr/course/category.php?id=21	
<i>Total lesson hours per semester</i>	Lectures	30
	Practicals	10
	Seminar	20
<i>Prerequisite(s)</i>	None	
<i>Lecturer(s)</i>	PhD Goran Ćorluka, lecturer	

COURSE DESCRIPTION

<i>Course Objectives:</i>	<ul style="list-style-type: none"> • Analysing the complexity of the phenomenon of international travel and tourism, including economic and social activities involved in the sphere of tourism offer and demand. • Introduce students to receptive, communicative and attractive components of the tourism system. • Understanding of the organization of tourism at the national, social and economic professional level.
<i>Learning outcomes</i> <i>On successful completion of this course, student should be able to:</i>	<ol style="list-style-type: none"> 1. Define the organizational system of tourism and tourism operators in international travel and complementary activities. 2. Describe the tasks of participants in hospitality. 3. Connect tourism activities with complementary activities. 4. Describe the role of the state in the organization of tourism. 5. Distinguish the activities of the tourism organization on the social level. 6. Identify the importance of economic and professional associations in the organization of tourism. 7. Appoint the leading international tourism organizations.
<i>Course content</i>	<p>Contemporary challenges in the tourism market. The competitiveness of the tourism market. Tourism organization factors in the tourist destination. Tourism resources and attractions. Hospitality – accommodation sector. Hospitality - related services. Management in hospitality. Traffic between markets and destinations. Tourism mediation and complementary tourism activities. The organization of tourism in the Republic of Croatia at the national level. Policies and strategies of tourism development. The organization of tourism in the Republic of Croatia on the social level. The organization of tourism in the Republic of Croatia on the economic and professional level. International Tourism Organization. The national organization of tourism and tourism policy of selected countries.</p>

CONSTRUCTIVE ALIGNMENT – Learning outcomes, teaching and assessment methods

Alignment of students activities with learning outcomes		
Activity	Student workload ECTS credits	Learning outcomes
<i>Lectures</i>	30 hours / 1 ECTS	1,2,3,4,5,6
<i>Practicals</i>	25 hours / 0,83 ECTS	1,2,3,4,5
<i>Seminar practicals</i>	5 hours / 0,17	3,4,5,6
<i>Preparation for mid-term exam</i>	35 hours / 1,17 ECTS	3,4,5,6
<i>Preparation and demonstration of seminar</i>	25 hours / 0,83 ECTS	1,2,3,4,5,6,7
<i>Self-study</i>	45 hours / 1,5 ECTS	1,2,3,4,5,6
<i>Office hours and final exam</i>	15 hours / 0,5 ECTS	1,2,3,4,5,6
TOTAL:	180 hours / 6 ECTS	1,2,3,4,5,6,

CONTINUOUS ASSESSMENT		
Continuous testing indicators	Performance A_i (%)	Grade ratio k_i (%)
<i>Seminar</i>	50-100	30
<i>First mid-term exam (written)</i>	50-100	20
<i>Second mid-term exam (written)</i>	50-100	20
<i>Third mid-term exam (oral)</i>	50-100	30

FINAL ASSESSMENT		
Testing indicators – final exam (first and second exam term)	Performance A_i (%)	Grade ratio k_i (%)
<i>Theoretical exam (written)</i>	50 - 100	40
<i>Theoretical exam (oral)</i>	50 - 100	30
<i>Previous activities (include all continuous testing indicators)</i>	50 - 100	30
Testing indicators – makeup exam (third and fourth exam term)	Performance A_i (%)	Grade ratio k_i (%)
<i>Theoretical exam (written)</i>	50 - 100	40
<i>Theoretical exam (oral)</i>	50 - 100	30
<i>Previous activities (include all continuous testing indicators)</i>	50 - 100	30

PERFORMANCE AND GRADE		
Percentage	Criteria	Grade
from 50% to 62,4%	<i>basic criteria met</i>	sufficient (2)
from 62,5% to 74%	<i>average performance with some errors</i>	good (3)
from 75% to 87%	<i>above average performance with minor errors</i>	very good (4)
from 87,5% to 100%	<i>outstanding performance</i>	outstanding (5)

ADDITIONAL INFORMATION

Teaching materials for students (scripts), teaching record, detailed course syllabus, current information and all other data are available by MOODLE system to all students.