

# TOURISM SYLLABUS

**MK 595**  
**(ECTS 5)**

*The mission of ZSEM is to transfer values, knowledge, and skills that students need for long-term success in a globalised business world undergoing constant technological and market transformations.*

*Misija ZSEM-a je prenijeti vrijednosti, znanja i vještine potrebne studentima za dugoročan uspjeh u globaliziranom poslovnom svijetu izloženom stalnim tehnološkim i tržišnim promjenama.*

## LECTURER

**Lecturer** Katarina Miličević

### Contact

**Office** Department of Marketing, office 315  
**Consultations** with prior confirmation (date and time to be determined through e-mail exchange)

## LECTURE HOURS

<b>Lectures</b>	45 academic hours
<b>Total</b>	45 academic hours

## LITERATURE

### Main literature:

"Tourism: Principles and Practice" (4th edition); Cooper C., Fletcher J., Fyall, A., Gilbert, D., Wanhill, S.; Pearson Prentice Hall; (2008)

### Additional literature:

"Uvod u turizam"; Leonard J.Lickorish i Carlson L.Jenkins ; Ekokon doo, Split 2006.

**Module's Blackboard:**

	<b>General goals</b>	<b>Specific goals</b>
1.	The goal of the module is understanding the significance of basic tourist trends. Students will learn basic interpretations of the role of contemporary tourism, monitoring its development, planning and management in tourism.	<p>Students attending the module will learn the basic terminology and professional terms. Upon its completion, students:</p> <ul style="list-style-type: none"> <li>• Acquire proficiency in the basic professional terminology,</li> <li>• Learn the historical and social context in which tourism emerged and in which it develops,</li> <li>• Learn and recognise connections and relations between tourism and the environment,</li> <li>• Learn the basic principles of using production resources in tourism;</li> <li>• Learns about the basic agents of development in tourism and positive and negative consequences of development</li> </ul> <p>Students attending the module will learn how to apply theoretical concepts and develop competencies essential for active involvement in discussions relating to tourism on national and global arena.</p> <p>Students attending the module will accumulate needed knowledge to solve homework, exercises, preliminary and final exams, but also knowledge needed to enhance tourism structure and to improve employees individual abilities that are prerogatives for successful tourism development.</p>
2.	Students attending module will improve their seminar paper writing and presentation skills.	<p>Students, obliged to prepare and present seminar paper connected with an issue relating to tourism industry problem, will have to show that they are capable to connect relevant theory with examples from real life and thus, indirectly, will improve their analytical, written and presentation skills.</p> <p>While covering the examples of tourism research, students will acquire proficiency in using the basic sources of information, research methodology, analytical elements and application of tourism research results.</p>
3.	Students attending the module will have the ability to promptly react to changes and successfully adapt, a skill essential to run business in today's globalised corporate world.	<p>The primary purpose of the module is to explain students, in a completely simple and easily understandable way, the complex unit of contents and relationships in tourism. The intention is to gradually prepare students for understanding tourism, and thereupon cover the main issues relating to tourism development.</p> <p>This is the module in which students acquire theoretical and practical knowledge about tourism industry, i.e. learn the most extensive conceptual frameworks for understanding tourism.</p> <p>Students learn and analyse contemporary trends and tendencies related to future tourism development.</p> <p>The module enables students, not only to acquire the latest theoretical insights in tourism, but also practical knowledge, and develops their ability to solve complex problems in this field.</p>

**STUDENTS' TASKS AND RESPONSIBILITIES**

- Regular attendance of lectures is in students' interest. Past experience shows that students who regularly attended the lectures have completed the exam more easily and, on average, with higher marks.
- Students are obliged to use module's Blackboard where all relevant information and material will be posted: lecture materials, exam schedule, exam results and other information of students' interest. Participants are also encouraged to use Blackboard as communication tool between them and their lecturer, to confirm their sitting the particular exam, for discussions and consultations.

## COMPLETING THE MODULE

- **Preliminary exams:** Module can be completed by taking preliminary exams and that is the easiest way of successfully completing the module. During the course three preliminary exams will be given, each containing one third of entire lecture material. Students are considered to have successfully completed preliminary exam if they accumulated 55% or more of its total points.

**Preliminary exam 1 –**  
**Preliminary exam 2 –**  
**Preliminary exam 3 –**

- Students will be given the chance to re-sit one preliminary exam at the end of the course if and only if they have positive mark from at least one preliminary exam. Students are obliged to register for attendance of preliminary exams, and they are also obliged to confirm if they plan to re-sit one preliminary exam.

### Resit -

- **Regular exam:** Student that decided not to take or failed to successfully complete Tourism through sitting preliminary exams will have to complete the module through regular exam. Students are considered to have successfully completed regular exam if they accumulated 60% or more of its total points. Students will have four opportunities for taking the entire exam of which the fourth time will be in front of the commission which, if failed, obliges the student to re-enrol and re-attend the lectures before being given the opportunity to attend another regular exam.

**Regular exam (1st opportunity) –**  
**Regular exam (2nd opportunity) –**  
**Oral exam (obligatory)**

- During regular exam periods students must respect the rules of exam attendance notification and attendance cancellation.

No.	The way of testing students	The way of grading	Max. % Share in the grade – Grade in %	What is grading?
	<b>The attendance of</b>	For 75-100% class attendance, students		Students' attendance in all forms of class.

1.	<b>class OBLIGATORY</b>	achieve all 2% of the ECTS grade. This is a precondition for students to enter the ECTS grading system  yellow application form	2%	
	<b>The activity during the class</b>	During the class, students are graded 1 to 5, and Ø of grades is turned into %. For example: grade 2 = 1% grade 3 = 2% grade 4 = 3% grade 5 = 4%	4%	Students' ability to work independently, to use literature and prepare for the class, to critically analyse problems, to ask questions and provide answers i.e. participate in discussions.
2.	<b>Seminar paper or Power Point Presentation</b>		4%	Some students' achievements during the education are presented in a seminar paper which students write individually or in a group. It is presented in class or in the form of homework.
	<b>Oral presentation of the seminar paper</b>		6%	Ability and skill of communicating and presenting one's ideas and achievements.
3.	<b>Essey</b>		6%	Ability to present current issues in writing, through a certain number of words.
4.	<b>Preliminary exam I.</b>		26%	Knowledge test based on a part of the curriculum.
	<b>Preliminary exam II.</b>		26%	
	<b>Preliminary exam III.</b>		26%	
	<b>ORAL EXAM</b>			
<b>Final grade of student</b>			<b>100%</b>	

## EXAM ATTENDANCE NOTIFICATION AND EXAM CANCELLATION

- **Exam attendance notification:** Notice should be e-mailed at least three working days prior to scheduled exam date through module's Blackboard and submittal of exam registration form to the Registrar Office.
- **Exam cancellation:** At least two days before the exam scheduled date through module's Blackboard and withdrawal of exam registration form from the Registrar's Office (otherwise, exam no-show will be counted as attendance and fail as exam result).

## PRELIMINARY EXAMS AND REGULAR EXAM MARKING SYSTEMS

- Student is considered to have successfully completed the module if he/she passes two individual preliminary exams (including the re-sit opportunity).
- **Marking system for preliminary exams:**

Marks from each preliminary exam are derived from the following distribution (in % of maximum amount of points that can be earned in preliminary exam):

- 0 - 54% - fail (1)
- 55 - 64% - pass (2)
- 65 - 79% - good (3)
- 80 - 89% - very good (4)
- 90 -100% - excellent (5)

Final mark is derived as a sum of weighted averages of results from positively completed individual preliminary exams augmented by points gathered from submitted written essay, summary and presentation:

Students that haven't passed the module through preliminary exams have to take regular exams.

- **Marking system for regular exams:**

Marking system for regular exams differs from marking system for preliminary exams - students are considered to have successfully completed regular exam only if they accumulated 60% or more of its total points. Furthermore, student that takes regular exams loses the points he/she accrued through writing essays and delivering presentations (Written essay, summary and presentation are still obligatory for successful completion of the module!). In other words, regular exam mark depends entirely on success achieved on the exam (which will also cover and test topics covered in students' presentations).

Marking system for regular exams is given in following table:

<b>Percent (of max amount of points)</b>	<b>Final mark</b>
0 - 59%	fail (1)
60 - 69%	pass (2)
70 - 79%	good (3)
80 - 89%	very good (4)
≥ 90%	excellent (5)

## **ESSAYS AND PRESENTATIONS**

Students attending Tourism are obliged to form a group (containing no more than 3 students), choose and register a topic with their lecturer (via e-mail), write an essay, summary and present a seminar paper (in Power Point). Seminar paper, summary and seminar presentation is work in which students are expected to connect theory with examples and problems in real economic activity, present their findings to the audience and answer any raised issues and questions by fellow students and lecturer.

The material relevant for writing the seminar paper is main literature and at least two more qualified sources. Lecturer has the right to change students proposed group formation and/or topic selection.

**Group formation and essay topic selection deadline –  
Essay presentations –**

