Sveučilište u Rijeci • University of Rijeka



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	General information	
Course instructor	Edna Mrnjavac, Ph.D, Full Professor	r
Name of the course	Traffic in Tourism	
Study programme	Undergraduate study: Business Eco Module: Hospitality Management	pnomics in Tourism and Hospitality
Status of the course	compulsory	
Year of study	1st	
ECTS credits and manner of instruction	ECTS credits	6
	Number of class hours (L+E+S)	30+0+30
1. COURSE DESCRIPTION		

1.1. *Course objectives*

Gaining and assimilating basic theoretical notions such as: traffic, traffic system, traffic mode, traffic service, traffic demand and offer, traffic effect and traffic policy; defining interdependence between traffic and tourism; as well as the impact of traffic on environment. Empower students to recognize and make a difference between traffic modes on macro and micro level; understanding the mechanism for determining the price of traffic service in a price of tourism product.

1.2. Course enrolment requirements

none

1.3. Expected learning outcomes

After having passed the exam students will be able to:

- correctly interpret the basic theoretical notions about traffic and traffic system; identify the role of traffic in tourism, as well as to analyse and differentiate the role of traffic on the macro and micro level;

- interpret and systematize traffic-tourism products;
- recognize the costs of traffic service and identify their position in the price of traffic service and consequently tourism product;

- recognize safety and ecological consequences of traffic; interpret and compare different sustainable traffic models from the tourism point of view.

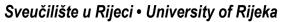
1.4. Course content

Theoretical basis of traffic. Interdependence between traffic and tourism. Functional interdependence between traffic means and infrastructure. Traffic demand and offer. Traffic and tourism systems. Traffic modes in connecting outbound and inbound tourism market. Traffic service as tourism product. Economics of exploitation of traffic modes and infrastructure. Defining a traffic service value. Traffic safety in tourism. Environmental impact of traffic. Models of sustainable traffic and their potential in tourism.

1.5. Manner of instruction	X lectures X seminars and workshops exercises distance learning fieldwork	X individual assignments multimedia and network laboratories mentorship other
1.6. Comments		

1.7. Student responsibilities

Students are required to attend lectures and actively take part in fulfilment of selected assignments, work on individual assignment in form of research according to instructors recommendations, as well as to perform an oral presentation.





Class attendance	2	Class participation		Seminar paper		Experimen work	ıtal	
Written exam		Oral exam		Essay	0,5	Research		1
Project		Continuous assessment	1,5	Report		Practical w	vork	
Portfolio		Final exam	1,0					
1.9. Assessm	ent of le	earning outcomes in c	lass ar	nd at the final exam	(proced	ure and exa	mples)	
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acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.