

## DETAILED COURSE CURRICULUM

GENERAL INFORMATION		
<i>Course name</i>	<b>TRAFFIC IN TOURISM</b>	
<i>Study programme</i>	Business Economics in Tourism and Hospitality - module Hospitality Management	
<i>Year of study</i>	1 <sup>st</sup>	
<i>Course status</i>	Mandatory	
<i>Course web site</i>	<a href="https://moodle.srce.hr/2022-2023/course/view.php?id=156872">https://moodle.srce.hr/2022-2023/course/view.php?id=156872</a>	
<i>Evaluation in points and forms of classes:</i>	<i>ECTS coefficient of student workload</i>	6 ECTS
	<i>Number of classes (L+P+S)</i>	30+0+30
<i>Course holder</i>	<i>Name and surname</i>	Edna Mrnjavac, Ph.D, Full Professor - tenure
	<i>Office</i>	210
	<i>Office hours</i> OPATIJA:	
	<ul style="list-style-type: none"> <li>• Monday 10.00 a.m. - 12.00 p.m.</li> <li>• Wednesday 3.00 p.m. - 5.00 p.m.</li> </ul>	
	<i>Telephone</i>	+385 51 294 699
	<i>e - mail</i>	ednam@fthm.hr
<i>Course assistant</i>	<i>Name and surname</i>	Nataša Kovačić, associate professor
	<i>Office</i>	102
	<i>Office hours</i> OPATIJA:	
	<ul style="list-style-type: none"> <li>• Monday 12.30-14.15</li> <li>• Wednesday 16.00 – 18.00</li> </ul>	
	<i>Telephone</i>	+385 51 294 697
	<i>e - mail</i>	natasak@fthm.hr
COURSE DESCRIPTION		
<b>Course objectives</b>		
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.		
<b>Expected learning outcomes related to the Course</b>		
After passing the exam, the student is expected to be able to:		
<ol style="list-style-type: none"> <li>1. 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;</li> <li>2. interpret and systematize traffic-tourism products;</li> <li>3. recognize the costs of traffic service and identify their position in the price of traffic service and consequently tourism product;</li> <li>4. recognize safety and ecological consequences of traffic; interpret and compare different sustainable traffic models from the tourism point of view.</li> </ol>		
<b>Teaching methods</b>		
lectures seminars and workshops individual assignments		
<b>Students' obligations and method of evaluating the obligations (integration of learning</b>		

<b>outcomes, teaching methods and assessment)</b>					
<i>Activity type</i>	<i>ECTS credits assigned to the activity</i>	<i>Learning outcomes</i>	<i>Student activity</i>	<i>Assessment method</i>	<i>Credits (maximum per value)</i>
Class attendance			Attendance: >75%	Evidence of class attendance	0
Activity in class	2	1- 4	Interaction with the teacher during the presentation of a certain topic, engaging in a discussion or answering questions (onsite or online).	Interaction with the teacher during the presentation of a certain topic, engaging in a discussion or answering questions.	6
Research work	1	1-4	Creating an independent task using the survey method about the traffic behavior of the citizens of the Republic of Croatia.	Written part: Evaluation of the quality of processing of collected data. Oral part: evaluating the quality of the interpretation of the collected and processed data.	6
					4
Essay	0.5	2-3	Within the given title (theme), descriptive answers to three questions related to key terms and topics.	Evaluation of the accuracy and completeness of the given answers, within the given topic.	6
Continuated test (mid-term exam)	1.5	1- 4	Preparation for the periodic test	24 credits per each mid-term exam	1st mid-term exam: 24 2nd mid-term exam: 24
Final exam	1	1- 4	Preparation for the final exam	0-30 credits	30

<b>Total ECTS credits</b>	6		<b>Total credits</b>	100
<b>Notes and activity description</b>				
<p>Activity in class is assessed by short tasks that need to be completed in class or prepared for the next lesson, about which students are informed during class. For each activity during the semester, it is possible to achieve max. 2%.</p> <p>Research work: At the introductory lecture, students are introduced to the questionnaire that they will use in the research in order to clarify any ambiguities. As part of the task, they should collect at least 10 completely and correctly filled questionnaires per student (max. 6%). The questionnaire is available via the link in the Instructions published on Merlin. The research and presentation can be done independently or in a group (presentation of aggregate test results) for max. 4% for each student. Each student will receive a code on the basis of which his respondents will be identified in the database. The written part of the work with the processed and interpreted data must be uploaded to the designated place for submission (online) in Merlin.</p> <p>Essay: a composition on a given topic (from the material covered in class) is written through 3 questions (related to the key terms of each title). In this way, the assessment is transparent for students. Answers need to be descriptive, i.e. in full sentences to be accepted. Each correctly and completely answered question is scored with 2 points.</p> <p>Exams: each exam has 12 questions, mostly with one answer, up to 2 with multiple answers and/or 2 open-ended questions, as well as true-false type questions and other. Each question carries the same number of points for a correct answer (2.0%).</p> <p>The final exam: 1st, 2nd, 3rd, and 4th exam period have the same structure - 10 questions, 2 of which are open-ended questions, and are scored in accordance with the FMTU regulations. A correct answer to each correctly answered question earns 3%, and the expected duration of the exam is 20 minutes.</p>				
<b>Assessment method</b>				
The assessment and the evaluation of the students' work during the class and on the final exam is carried out according to the Rulebook on evaluation of students at the Faculty of Tourism and Hospitality Management.				
<b>REFERENCES</b>				
<b>Obligatory references</b>				
<ol style="list-style-type: none"> <li>Duval, D. Timothy. (2007). Tourism and Transport-Modes, Networks and Flows. Toronto: Channel View Publications.</li> <li>Sven Gross &amp; Louisa Klemmer. (2014). Introduction to Tourism Transport. Boston, Cabi Tourism Texts.</li> <li>Waren, J. (ed). (2007). Managing Transport Energy - Power for a Sustainable Future. Oxford: Oxford University Press.</li> </ol>				
<b>Additional references</b>				
<ol style="list-style-type: none"> <li>Chuck, G.Y., Makens, J.C., Choy D.J.L. (1997). The Travel Industry. New York: Wiley.</li> <li>Pender, L. (2001). Travel Trade and Transport, An Introduction. London: Continuum.</li> <li>Starr, N. (2003). An Introduction to Travel, Tourism and Hospitality. New Jersey: Prentice Hall.</li> </ol>				
<b>Quality and course performance monitoring method</b>				
The quality of lectures is monitored according to the regulations of the University of Rijeka. In the last weeks of lectures of the current semester, an anonymous survey is conducted to let students evaluate the quality of lectures in the Course.				
<b>EXAM DEADLINES</b>				
The schedule of exam deadlines is available at the link: <a href="https://www.fthm.uniri.hr/studiji/preddiplomski-sveucilisni-studij/ispiti">https://www.fthm.uniri.hr/studiji/preddiplomski-sveucilisni-studij/ispiti</a>				
<b>ADDITIONAL COURSE INFORMATION</b>				

**Method of informing the students**

The students are informed on the course through the Merlin system and the Faculty web site <https://www.fthm.uniri.hr/>.

Regular information is the personal responsibility of the student.

**LECTURES SCHEDULES****FULL-TIME STUDIES**

The lectures of the course will be held according to the following schedule:

Mondays:

<b>N.</b>	<b>Date/Hours from – till / Hall</b>	<b>Lecture type</b>	<b>Topic</b>	<b>Group</b>	<b>Coordinator</b>
1	27/2/2023 12.45-14.15  14.15-15.45	L Hall B2	Introductory lecture. Interdependence of Traffic and Tourism.	HM	Edna Mrnjavac, Full Professor - tenure
		S Hall B2	Instructions for making the research	HM	Nataša Kovačić, associate professor
2	6/3/2023 12.45-14.15  14.15-15.45	L Hall B2	Interdependence of Traffic and Tourism II	HM	Edna Mrnjavac, Full Professor - tenure
		S Hall B2	Scheduling research presentations	HM	Nataša Kovačić, associate professor
3	13/3/2023 12.45-14.15  14.15-15.45	L Hall B2	Theoretical Basis of Traffic	HM	Edna Mrnjavac, Full Professor - tenure
		S Hall B2	Research presentations	HM	Nataša Kovačić, associate professor
4	20/3/2023 12.45-14.15  14.15-15.45	L Hall B2	Ground/Land Traffic	HM	Edna Mrnjavac, Full Professor - tenure
		S Hall B2	Research presentations	HM	Nataša Kovačić, associate professor
5	27/3/2023 12.45-14.15	L Hall B2	Water Based and AirTraffic	HM	Edna Mrnjavac, Full

	14.15-15.45				Professor - tenure
		S Hall B2	Research presentations	HM	Nataša Kovačić, associate professor
6	3/4/2023 12.45-14.15	L Hall B2	Land Traffic as a Tourism Product	HM	Edna Mrnjavac, Full Professor - tenure
	14.15-15.45	S Hall B2	Research presentations	HM	Nataša Kovačić, associate professor
7	15/4/2023 12.45-14.15	L Hall B2	1st mid-term exam (instead of April 10)	HM	Edna Mrnjavac, Full Professor - tenure
	14.15-15.45	S Hall B2	Research presentations	HM	Nataša Kovačić, associate professor
8	17/4/2023 12.45-14.15	L Hall B2	Water Based Traffic as a Tourism Product	HM	Edna Mrnjavac, Full Professor - tenure
	14.15-15.45	S Hall B2	Research presentations	HM	Nataša Kovačić, associate professor
9	24/4/2023 12.45-14.15	L Hall B2	Water Based Traffic as a Tourism Product II	HM	Edna Mrnjavac, Full Professor - tenure
	14.15-15.45	S Hall B2	Research presentations	HM	Nataša Kovačić, associate professor
10	6/5/2023 12.45-14.15	L Hall B2	Air Traffic as a Tourism Product (instead of May 1)	HM	Edna Mrnjavac, Full Professor - tenure
	14.15-15.45	S Hall B2	Research presentations	HM	Nataša Kovačić, associate professor
11	8/5/2023	L	Economics of Exploitation of Transportation	HM	Edna

	12.45-14.15	Hall B2	Means and Infrastructure		Mrnjavac, Full Professor - tenure
	14.15-15.45	S Hall B2	Research presentations	HM	Nataša Kovačić, associate professor
12	15/5/2023 12.45-14.15	L Hall B2	Economics of Exploitation of Transportation Means and Infrastructure II	HM	Edna Mrnjavac, Full Professor - tenure
	14.15-15.45	S Hall B2	Research presentations	HM	Nataša Kovačić, associate professor
13	22/5/2023 12.45-14.15	L Hall B2	Traffic Safety in Tourism	HM	Edna Mrnjavac, Full Professor - tenure
	14.15-15.45	S Hall B2	Research presentations	HM	Nataša Kovačić, associate professor
14	29/5/2023 12.45-14.15	L Hall B2	Ecology of Traffic in Tourism	HM	Edna Mrnjavac, Full Professor - tenure
	14.15-15.45	S Hall B2	Research presentations	HM	Nataša Kovačić, associate professor
15	5/6/2023 12.45-14.15	L Hall B2	2 <sup>nd</sup> mid-term exam essay	HM	Edna Mrnjavac, Full Professor - tenure
	14.15-15.45	S Hall B2	Research presentations	HM	Nataša Kovačić, associate professor