



COURSE DESCRIPTION		
Course instructor	Josipa Cvelić Bonifačić, Assistant Professor, Faculty of Tourism and Hospitality Management	
Name of the course	Outdoor Hospitality Innovations	
Study programme	Master in Sustainable Outdoor Hospitality Management	
Status of the course	Obligatory	
Year of study	Year 1, Semester 2	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (0+0+30)
1. Course objectives		
<p>This module's goal is for students to be able to describe, a part of, the operational management of an existing campsite organisation, to analyse it and to get to an advice on optimising these processes based on the analysis.</p> <p>The strategic orientation and the structure and culture of the organisation is the starting point.</p> <p>It is an integrated module where the following elements of other modules should be treated:</p> <ul style="list-style-type: none">- Guest satisfaction- Productivity and operational management- Sustainability <p>Also, during this course, students will work on a topic proposal for thesis and they have to spend some time to find a traineeship location (semester 4)</p>		
2. Course enrolment requirements		
None		
3. Expected learning outcomes		
<p>The student will learn how to:</p> <ul style="list-style-type: none">• Communicate on social levels and demonstrates good oral and written communication skills• demonstrates drive, initiative, creativity, flexibility and independence in the performance of tasks and recognises the importance of acting quickly to see and seize opportunities and/or come up with new solutions• have an eye for the interests and responsibilities of other stakeholders and actors, and is able to make connections and collaborate• Plan operational and tactical business processes, even if there is little structure and/or there are uncertain factors and makes decision support calculations		



- Develop, implement and evaluates change processes in a creative, fast and accurate manner, implements and/or optimises operational processes
- Control operational and tactical business processes, even if there is little structure and/or there are uncertain factors, are able to gain insight in (and describe) company processes
- Analyse and improve behaviour in organisations, with a focus on organisational structure and culture, complexity of behaviour in organisations, intercultural management, leadership styles, change management, networks

4. Course content

Students will work during the whole semester in teams of two/ three.

They will analyze a camping resort or other outdoor hospitality business.

They shall produce a portfolio that contains:

- an advice for that business for the implementation of a future strategy on three elements:
 - Higher guest satisfaction
 - Improved productivity and operations
 - Improved sustainability performance
- A PowerPoint presentation
- An individual reflection on the process of each student

OBSteps to be followed during the assignment

1. Do research / generate input for analysis to support the advice (to do):

guest research: conduct research into customer's interactive experiences.

Get insight in the components that contribute to these experiences such as personal goals, social context and physical context. Include various relevant subtopics for each of the components in your topic list. Use two methods for collecting your data:

- interviews: conduct 7 interviews (each 30 minutes or more) with guests. Recordings are to be elaborated in a transcript.
- Customer reviews: collect 20 reviews (per review a minimum length of 80 words) Use coding (open, axial, selective) for both methods to process the data obtained.

→✉ **result:** a report in which the structure (titles of paragraphs) is based on subjects that are derived from the selective and axial coding. The content of the paragraphs is based on the statements made around a code (topic) by various respondents and review writers.

productivity and operations research: assess current productivity using a checklist Productivity (created by yourself).

The checklist should contain a large variety of topics, related to labour productivity, customer productivity, operational productivity and capital productivity. Main areas and processes at the location, for which you should 'check' the productivity issues on your list, are: cooking, cleaning, check-in and check-out, (guest) information, maintenance, staff (recruitment, training, briefing, rostering), quality assurance

- **result:** a report with your results and conclusions on matters that contribute positively and negatively to productivity.

Sustainability research: make a basic life cycle analysis and come with advice for improvements in terms of: *energy use, water use and waste management*

- **result:** LCA -analysis and advice.



2. Prepare a report and portfolio. Students' teams develop, prepare and present a strategy improvement and innovation plan to their company: Content:
- a description of the company: organisation (structure, history), characteristic, first outline front- and back-office processes, and other relevant background info
 - presentation of the three research topics to be carried out

5. Manner of instruction	<input type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input checked="" type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other Case study
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6. Comments -

7. Student responsibilities
 The students are obliged to actively participate in fieldwork.

8. Monitoring of student work^{3F1}

Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam	0,5	Essay		Research	0,2
Project		Continuous assessment	0,6	Report	0,7	Practical work	
Portfolio		Case study					

9. Assessment of learning outcomes in class and at the final exam (procedure and examples)
 The assessment is based on:
 Assessment of the strategic advisory report (70%).
 The report measures the quality of three components:

- customer research and advice: 50%
- productivity and operations research and advice: 30%
- sustainability improvements advice: 30%

 The PowerPoint presentation and the style of presenting (30%)

10. Mandatory literature (at the time of submission of study programme proposal)

- Carvalho,L.,Costa, T.,(2011) Tourism innovation - a literature review complemented by case study research, Book of proceedings - International conference on tourism & management studies, Vol.1, Algarve

11. Optional/additional literature (at the time of submission of the study programme proposal)

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.



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- Michael. C.H., Williams, (2019) Tourism and innovation, Routledge, London

12. Number of assigned reading copies in relation to the number of students currently attending the course

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
• Carvalho,L.,Costa, T.,(2011) Tourism innovation - a literature review complemented by case study research, Book of proceedings - International conference on tourism & management studies, Vol.1, Algarve	5	30

13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

The quality of the programme and the performance of the teaching process will be evaluated in accordance with the general act of Faculty of Tourism and Hospitality Management and quality assessment procedure of Master of Sustainable Outdoor Hospitality Management.