



General information		
Course instructor	Nataša Kovačić, Ph.D, Associate Professor	
Name of the course	Traffic in Tourism	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
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. <i>Course objectives</i>		
<p>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.</p>		
1.2. <i>Course enrolment requirements</i>		
none		
1.3. <i>Expected learning outcomes</i>		
<p>After having passed the exam students will be able to:</p> <ul style="list-style-type: none"> <li>- 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>- interpret and systematize traffic-tourism products;</li> <li>- recognize the costs of traffic service and identify their position in the price of traffic service and consequently tourism product;</li> <li>- recognize safety and ecological consequences of traffic; interpret and compare different sustainable traffic models from the tourism point of view.</li> </ul>		
1.4. <i>Course content</i>		
<p>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.</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
<p>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.</p>		



1.8. <i>Monitoring of student work<sup>1</sup></i>							
Class attendance	2	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam		Essay	0,5	Research	1
Project		Continuous assessment	1,5	Report		Practical work	
Portfolio		<b>Final exam</b>	1,0				
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Duval,D.Timothy.(2007). Tourism and Transport-Modes, Networks and Flows. Toronto: Channel View Publications.</li> <li>Page, J.S.(1999). Transport and Tourism. New York: Longman.</li> <li>Waren,J.(ed). (2007). Managing Transport Energy - Power for a Sustainable Future. Oxford: Oxford University Press.</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Chuck,G.Y, Makens,J.C., ChoyD.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>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
1. Duval,D.Timothy.(2007). Tourism and Transport-Modes, Networks and Flows. Toronto: Channel View Publications.					1		
2. Page, J.S.(1999). Transport and Tourism. New York: Longman.					1		
3. Waren,J.(ed). (2007). Managing Transport Energy - Power for a Sustainable Future. Oxford: Oxford University Press.					1		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material 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.							

<sup>1</sup> 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.