

General information		
Course instructor	Vlado Galičić, PhD, Full Professor	
Name of the course	Principles and Practice of Tourism and the Hotel Industry	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
<b>1. COURSE DESCRIPTION</b>		
<i>1.1. Course objectives</i>		
<ul style="list-style-type: none"> <li>- to teach students the basic elements of tourism and the hotel industry along with the attributes of today's tourism supply and demand;</li> <li>- to enable students to understand the political, economic, cultural, social and technological factors, vital to the development of tourism and the hotel industry;</li> <li>- to define primary platforms for determining development strategies in tourism and the hotel industry;</li> <li>- to emphasize the importance of the influence of national tourism policies and legislation on practice in modern tourism.</li> </ul>		
<i>1.2. Course enrolment requirements</i>		
None.		
<i>1.3. Expected learning outcomes</i>		
<p>After passing the exam, students should be able to:</p> <ul style="list-style-type: none"> <li>- correctly explain and interpret the major elements of the tourism industry and describe the attributes of today's tourism trade and supply;</li> <li>- analyse international scientific and professional associations and corporations as agents of tourism development;</li> <li>- interpret research involving the influence of national tourism policies and legislation on tourism and the hotel industry;</li> <li>- accurately describe vertical and horizontal integrations that are preconditions to the strategic integration of operators in tourism and the hotel industry.</li> </ul>		
<i>1.4. Course content</i>		
<p>Elements of the tourism industry (hotel business, intermediaries, attractions). Attributes of today's tourism supply and demand (factors and motivations). Political, cultural, social and technological factors that foster the development and internationalization of tourism and the hotel industry. International tourism and hotel trade associations (scientific and professional). Globalization, segmentation, standardization and introducing information technology in tourism and the hotel industry. Business strategies and organizational structures of international tourism and hotel corporations and their impact on modern management. The impact of national tourism policies on the practice of tourism and the hotel industry. Legislation in tourism and the hotel industry. Vertical and horizontal business integrations in tourism and the hotel industry. Strategic integrations of tourism and hotel enterprises. The principles and practice of sustainable development in tourism and the hotel industry. Cultural differences in managerial</p>		

<p>practice in tourism and the hotel industry. The organizational culture of tourism and hotel enterprises. Current trends in human resource management in tourism and the hotel industry. The advantages and disadvantages of foreign direct investment in tourism and the hotel industry. Tourism planning (practical basic concepts of local, regional and national tourism plans). The future of tourism and the hotel industry (identifying trends)</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 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>							
Regular course attendance, research and final written exam.							
1.8. <i>Monitoring of student work</i> <sup>1</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio		Case study	0,8				
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
<p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students 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.</p>							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Cooper, C. et. al. (2004), Tourism Principles and Practice, 3rd. Ed. Harlow: Pearson.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
Keiser J.R. (1979), Principles and Practice of Management in the Hospitality Industry, CBI Publishing, Inc., Boston.							
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>	
Cooper, C. et. al. (2004), Tourism Principles and Practice, 3rd. Ed. Harlow: Pearson.					5		

<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.

<i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
<p>The quality of the programme, the teaching process, the teaching skills and the level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.</p>		