

ECT202		Business Law in Tourism and Hospitality Industry				
Code	ECT202	Year of study	2			
Course teacher	Doc. Dr. Šime Jozipović Doc. Dr. Marko Perkušić	Credits (ECTS)	5			
Associate teachers	Mag. Iur. Toni Marinković Mag. Iur. Milan Franić	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	compulsory	Percentage of application of e-learning	20%			
COURSE DESCRIPTION						
Course objectives	This course is based on the structure and learning outcomes of European and Croatian Business Law in Tourism within the EBFLA program. The student will comprehend diverse theoretical and empirical knowledge in the field of European and Croatian tourism law, especially in the light of consumer protection of tourists. Furthermore, one of the key objectives of the course is a comparative analysis of the legal protection of hoteliers in the growingly complex contractual relations with national and international tourist agencies. Students will further develop their knowledge of EU business law through the introduction to course-specific ECJ case law and EU regulations. Students will furthermore be introduced to the European aspects of intellectual property protection relevant for the tourism sector (brand protection, design protection, franchising etc.). By combining the EU law components of business law and tourism law, students will be able to get a holistic view of European tourism law from a business and consumer protection perspective. As a result the course shall open new viewpoints towards a better legal protection of the Croatian tourism industry as competitive product on the European market.					
Course enrolment requirements and entry competences required for the course	There are no special course enrolment requirements. The course is open for cross registration to all students across the University of Split.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>The student will:</p> <ol style="list-style-type: none">1. Understand the legal framework which governs business activities in the European tourism sector;2. Critically consider the legal implications of business to business and business to consumer transactions in the EU;3. Understand the importance of intellectual property law in the tourism industry, and be able to apply necessary IP protection mechanisms on EU level;4. Apply European business and tourism law in contract negotiations and business strategy development;5. Critically evaluate the actions of market actors in the light of the <i>acquis communautaire</i>.6. Identify and present current trends regarding the protection of guests in their role as consumers, especially in the light of new EU directives on consumer protection7. Propose new solutions for the protection of local service providers within complex contractual relations with foreign tourist agencies.					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		exercises			
			Hours			Hours
	Topic			Topic		

	The European legal framework and its impact on national tourism law	2	The European legal framework and its impact on national tourism law – legal sources	2	
	Introduction to business law in tourism	2	Introduction to business law in tourism – basic terms	2	
	Introduction to European business law in tourism	2	Introduction to European business law in tourism – basic terms, regulations and contracts	2	
	B2B contracts in the tourism sector	2	B2B contracts in the tourism sector – Allotment, Agency contract on hotel services	2	
	Consumer contracts in the tourism sector	2	Consumer contracts in the tourism sector – Hotel services contract, camping contract, apartment rental contract	2	
	The EU E-commerce directive	2	The EU E-commerce directive	2	
	The law of electronic payments in the EU	2	The law of electronic payments in the EU – legal, financial and technical framework	2	
	The EU Package Travel Directive	2	The EU Package Travel Directive – analysis of legal sources	2	
	The EU Timeshare regulations	2	The EU Timeshare regulations – analysis of legal sources	2	
	Freedom of movement and tourism	2	Freedom of movement and tourism – legal impact assessment based on case law	2	
	Freedom to provide services and tourism	2	Freedom to provide services and tourism – agencies, tour guides and other service providers in the EU	2	
	Freedom of movement of workers and employment law in tourism and Industrial design protection in the EU	2	Freedom of movement of workers and employment law in tourism – employment contracts in the EU and Industrial design protection in the EU – practical application	2	
	Copyright protection in the EU and Business secrets and franchising contracts	2	Copyright protection in the EU – copyright in travel planning and marketing and Business secrets and franchising contracts	2	

Format of instruction	<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input type="checkbox"/> independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)			
Student responsibilities	<p>Students will have to participate in the course through various evaluation and/or self-evaluation procedures in the form of quizzes on the digital platform of the course, writing assignments given by the lecturers or in person discussions in class concerning European law and its application.</p> <p>Students will, depending on the available options participate in the course through evaluation and/or self-evaluation procedures in the form of quizzes on the digital platform of the course, writing assignments given by the lecturers or in person discussions in class concerning European law and its application. Where possible, direct participation methods will be preferably used.</p> <p>Students are required to attend at least 50% of all lectures and exercises. Attendance will be recorded through the digital system of the faculty or attendance sheets.</p>					
Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i>)	Class attendance		Research		Practical training	
	Experimental work		Report		(Other)	
	Essay		Seminar essay		(Other)	
	Tests	1 ECTS*	Oral exam	2.ECTS	(Other)	
	Written exam	2. ECTS	Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>Two tests will be organized during the term. For the access to the second test, a passing grade in the first test is required. The final grade represents the weighted arithmetic mean of the (passing) grades of both tests. Students who pass both tests, are exempt from the final exam. If students wish to achieve a higher grade, they are required to take the oral part of the final exam.</p> <p>Alternatively, students can chose to be graded based on the final written and oral exam during the exam period. Passing the written exam (60% is the passing threshold) is the prerequisite for attending the oral exam. The relation between the written and oral exam is 50:50.</p> <p>Students that:</p> <p>1. complete at least 2 EU law courses and 3 law courses in total (the final paper is counted as a course if it is written on an EU law subject) with an average grade of at least 3.5;</p> <p>and</p> <p>2. Participate in the activities of the EBFLA program of the Jean Monnet Chair through workshops or other events during the duration of the Jean Monnet Chair, will receive the EBFLA certificate (a certificate of fundamental knowledge of European law for non-lawyers).</p>					

	Title	Number of copies in the library	Availability via other media
Required literature (available in the library and via other media)	Vilim Gorenc, Vjekoslav Šmid "Poslovno pravo u turizmu i ugostiteljstvu, Školska knjiga Zagreb, 1999.		
	European primary law (European treaties), Directive 2011/83/EU on consumer protection, Directive (EU) 2015/2302 on package travel, Directive 2008/122/EC on time sharing		Available online
Optional literature (at the time of submission of study programme proposal)	1. Fuehrich Ernst "Reiserecht von A-Z", DTV Verlag Kempten 2006 2. Seitter Oswald "Rechtsbuch des Hoteliers und Gastwirts", Matheas Verlag, Stuttgart 2000.		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> Tracking of the students attendance and fulfilment of other requirements (Course teacher) Control of the performance of the course (vice dean for education) Analysis of the studying success across all topics of study (vice dean for education) Students survey about the quality of the course teacher and the course (UNIST, center for quality advancement) Through the exam which is conducted by the course teacher, all teaching results of the course will be examined. Through periodical testing of the exam content the adequacy of the exam modalities will be tested. (vice dean for education)		
Other (as the proposer wishes to add)			