

NAME OF THE COURSE		TRAVEL AGENCY BUSINESS				
Code	ECT204	Year of study	3			
Course teacher	Assist. Prof. Davorka Mikulić, PhD Assoc. Prof. Ante Mandić; PhD	Credits (ECTS)	5			
Associate teachers	Ena Jurić, mag. oec.	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	core	Percentage of application of e-learning	30 %			
COURSE DESCRIPTION						
Course objectives	The main course objective is to ensure development of students' skills and competences for understanding business procedures for intermediaries on the tourism market as well as for designing travel agency business models.					
Course enrolment requirements and entry competences required for the course	Defined by the Faculty's rules.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>During the course, students will integrate a whole range of theoretical and empirical insights into up-to-date intermediary business on the tourism market, independently plan business procedures and create innovative products supported by ICT.</p> <p>Individual learning outcomes:</p> <ol style="list-style-type: none"> 1. analyse changes in trends on the tourism market and evaluate their implications in distribution channels 2. assess advantages of business integrations in travel agency business 3. independently create package tour as a core product of a travel agency 4. evaluate different travel agency business models 5. appraise the effectiveness of eTourism intermediaries 					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises			
	Topic	Hours	Topic	Hours		
	Introduction to Travel Agency Management	2	Exercises' objectives, content and methods of work	2		
	Transformation and trends in the tourism industry - implications for distribution channels					
Tour operators' position in tourism distribution channels	2	Students' presentations and discussion on the topic	2			
Classification and types of tour operators. Integration strategies as means of expansion strategies						

	Incoming travel agencies' function and role in tourism distribution channels	2	Students' presentations and discussion on the topic	2		
	Travel agency services	2	Students' presentations and discussion on the topic	2		
	Package tours and excursions. Planning a group tour	2	Students' presentations and discussion on the topic	2		
	Travel agency economics	2	Students' presentations and discussion on the topic	2		
	Methods of calculating the cost of tour	2	Students' presentations and discussion on the topic	2		
	Marketing, promoting and executing inclusive tour	2	Students' presentations and discussion on the topic	2		
	Distribution channel analysis for business travel	2	Students' presentations and discussion on the topic	2		
	Service quality management in distribution channels	2	Students' presentations and discussion on the topic	2		
	ICT in travel agency business	2	Students' presentations and discussion on the topic	2		
	New e-Tourism intermediaries	2	Students' presentations and discussion on the topic	2		
	The future of e-Tourism intermediaries	2	Conclusive remarks /possible guest lecturer	2		
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> work with mentor <input type="checkbox"/> (other)			
Student responsibilities	<p>Students are required to prepare and present a team project. Also, students are obliged to read literature on a given topic and be able to discuss it.</p> <p>During semester 4 quizzes will be carried out with the aim of preparing students for midterm tests.</p> <p>Students must attend a minimum of 70% of the total number of lecturing hours</p>					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS	Class attendance	2	Research		Practical training	
	Experimental work		Report		(Other)	
	Essay		Seminar essay	1	(Other)	
	Mid-term exams	2*	Oral exam	2	(Other)	

<i>value of the course)</i>	Written exam		Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>*Throughout the semester, students will have an opportunity to take two midterm exams. If they pass both they are exempted from taking the final exam.</p> <p>The examination is considered positive (a pass grade) if at least 60% of the questions are correctly answered.</p> <p>The final grade will be based on the results obtained in midterm exams (each 35 points), seminar paper and presentation (25 points), and participation in class activities (5 points).</p> <p>In contrast, if students do not successfully pass midterm exams, they must take the comprehensive final exam, with the possibility to obtain 70 points in total.</p> <p>Grading scale: < 60 points = unsatisfactory, 60-69 points = satisfactory, 70-79 points = good, 80-89 points = very good, and 90-100 points = outstanding.</p>					
Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media	
	Teacher's handouts				Moodle	
	Holland, J. & Leslie, D. (2017). <i>Tour Operators and Operations: Development, Management & Responsibility</i> . CABI					
	Directive (EU) 2015/2302 of the European Parliament and of the Council of 25 November 2015 on package travel and linked travel arrangements.					
Optional literature (at the time of submission of study programme proposal)	<p>OECD (2024), OECD Tourism Trends and Policies, OECD Publishing</p> <p>Kotler, P., Kartajaya, H., Setiawan, I. (2017). <i>Marketing 4.0: moving from traditional to digital</i>. John Wiley and Sons, Inc.</p> <p>Web sites and supplementary provided materials</p>					
Quality assurance methods that ensure the acquisition of exit competences	<p>Lectures attendance and other students' commitments monitoring (course teacher)</p> <p>Monitoring of the course's performance (Vice-Dean for academic and student affairs)</p> <p>Analysis of the studying success (Vice-Dean for academic and student affairs)</p> <p>Students' questionnaire on the lecturers' quality and the quality of course outcomes (University of Split, Centre for quality assurance)</p> <p>Examination is used as an instrument to evaluate individual course outcomes by the course lecturer. The content of exam is reassessed periodically in order to assure compliance with the course outcomes (Vice-Dean for academic and student affairs).</p>					
Other (as the proposer wishes to add)						