

NAME OF THE COURSE		TOURISM ECONOMICS				
Code	EUT202	Year of study	2			
Course teacher	Prof. Lidija Petrić, PhD Assoc.prof. Blanka Šimundić, PhD Ass.prof. Zvonimir Kuliš, PhD	Credits (ECTS)	6			
Associate teachers	Assoc.prof. Blanka Šimundić, PhD Ass.prof. Zvonimir Kuliš, PhD Ena Jurić, MSc	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Fundamental/obligatory	Percentage of application of e-learning				
COURSE DESCRIPTION						
Course objectives	Through this course, student will learn about the specifics of tourism as an economic phenomenon, determine its place in the system of national accounts, learn the role and meaning of tourism consumption in the national economy and master the methods of its monitoring and calculation					
Course enrolment requirements and entry competences required for the course	As indicated in the Statute of the Faculty of Economics, Business and Tourism, University of Split.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Student will be able to:</p> <ul style="list-style-type: none"> <li>-to determine the historical context of the development of a scientific approach to tourism</li> <li>- assess the positive and negative effects of tourism activities on the supply and demand side</li> <li>- analyse and compare the behaviour of tourism market entities</li> <li>- identify, calculate and comment on various indicators of the development factors efficiency</li> <li>- assess the effectiveness of existing tourism development policy measures,</li> <li>- compare the measures with foreign experiences and suggest changes /adaptations</li> <li>- conclude on the implications of policy measures on national tourism development as well as on certain aspects of the tourism sector and propose possible solutions</li> <li>- assess the effects of tourism consumption at different territorial levels as well as in different segments of tourism (levels 6 and 6/7)</li> </ul>					
Course content broken down in detail by weekly class schedule (syllabus)		Theme	hours	Theme	hours	
	1	Tourism as an economic phenomenon and a subject of economic science	2	Conversation on the mode of work goals and tasks to be delivered	2	
	2	The role of tourism in modern development processes	2	Presentation of students' papers and discussions	2	
	3	The place of tourism in the system of national accounts	2	Presentation of students' papers and discussions	2	

2025/2026

04/11/25-23. Sj. FV

	4	Tourist market and its structure	2	Presentation of student' papers and discussions	2	
	5	Tourism supply-basic determinants and behaviour of the suppliers	2	Presentation of students' papers and discussions	2	
	6.	Production and costs in tourism; market structures		Presentation of student' papers and discussions		
	7	Tourist demands, basic determinants and demand behaviour	2	Presentation of students' papers and discussions	2	
	8	Tourism satellite account	2	Presentation of students' papers and discussions	2	
	9	The impact of tourism consumption on changes in the structure and size of income	2	Presentation of student' papers and discussions	2	
	10	The impact of tourism consumption on public revenues	2	Presentation of student papers and discussions	2	
	11	Impact of tourist consumption on other economic aggregates (prices, exchange rates, investments, employment	2	Presentation of student papers and discussions	2	
	12	Theories of international exchange and tourism; the position of tourism in the balance of payments	2	Presentation of students' papers and discussions	2	
	13	Trends and future of tourism development	2	Presentation of students' papers and discussions		
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" 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 checked="" type="checkbox"/> independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input checked="" type="checkbox"/> guests from business (other)			
Student responsibilities	Students are obliged to realize 70% of attendance at lectures and exercises, and to write a seminar / research paper on a given topic (as an individual or a teamwork) and present it with the use of PPT presentation. A student has the opportunity to do another research task and to read and discuss additional materials on the recommendation of the teacher in order to achieve learning outcomes.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the	Class attendance	1 ECTS	Research		Practical training	
	Experimental work		Report		Reading material given by a teacher (Other)	0,80ECTS
	Individual task (Essay, case	0,80	Seminars/ essay	0,90ECTS	(Other)	

ECTS value of the course)	study, critical review)					
	Tests	2,5* ECTS	Oral exam		(Other)	
	Written exam	2,5* ECTS	Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>Students will have an opportunity to take two tests*. Second test can be taken only if first test has been successfully passed. Test is considered to be successfully done if the minimum of 60 % is accomplished.</p> <p>Students who successfully pass both tests and make all the tasks required can get their final grade. If they wish to get a higher grade, they have an opportunity to do the oral exam, but they have to let the teacher know about their intention not later than 24 hours after final results are presented on the intranet.</p> <p>Final grade is formed by summing up points which a student can earn through 3 components: by two semestral tests or via final test at the end of a semestar = 60 points; seminar =20 points (10 for the PPT contents and oral presentation and 10 for the written seminar), an essay and / or critical review = 15 points and student activity - 5 points.</p> <p>Grading scale is: &lt;60 points – fail; 60-69 points= pass; 70-79 =fair; 80-89 = good; 90-100 = excellent. In case a student scores the test or (mid-term tests) over 60 %, but the final score obtained with all the elements included doesn't pass 60 points (between 55 and 60) may be called for an additional oral examination.</p> <p>*Alternatively, except via two semestral tests, students can get their grade via final test at the end of the semester. Total score is created as explained .</p>					
Required literature (available in the library and via other media)	<b>Title</b>			<b>Number of copies in the library</b>	<b>Availability via other media</b>	
	Petrić, L., Šimundić, B., Pivčević, S., <i>Ekonomika turizma</i> , skripta, EF Split, 2018.				Merlin	
	Authorized presentation and material on the Moodle platform				Merlin	
	Yong Chen (2021) <i>Economics of Tourism and Hospitality- A Micro Approach</i> , Routledge			x		
	Vanhove, N. (2022). <i>The Economics of Tourism Destinations Theory and Practice</i> , 4th ed. Routledge					
Optional literature (at the time of submission of study programme proposal)	<p>Institut za turizam (2023) <i>Uspostavljanje metodološkog okvira Sustava satelitskih računa održivosti turizma Republike Hrvatske (Element 2)</i>, <a href="https://mint.gov.hr/UserDocsImages/2023_dokumenti/231220_usp_met-satelit.pdf">https://mint.gov.hr/UserDocsImages/2023_dokumenti/231220_usp_met-satelit.pdf</a></p> <p>Radić, M., Petrić, L., &amp; Ivandić, N. . (2021). Contribution of tourism to economic convergence in the European Union member states. <i>European Journal of Tourism Research</i>, 29, 2913. <a href="https://doi.org/10.54055/ejtr.v29i.2440">https://doi.org/10.54055/ejtr.v29i.2440</a></p> <p>European Travel Commission - ETC, (2019), <i>ANNUAL REPORT 2018</i>, <a href="https://etc-corporate.org/uploads/2019/06/ETC-Annual-Report-2018_-web-version-with-links.pdf">https://etc-corporate.org/uploads/2019/06/ETC-Annual-Report-2018_-web-version-with-links.pdf</a></p> <p>OECD (2018), “Analysing Megatrends to Better Shape the Future of Tourism”, <i>OECD Tourism Papers</i>, No. 2018/02, OECD Publishing, Paris, <a href="https://doi.org/10.1787/d465eb68-enOECD">https://doi.org/10.1787/d465eb68-enOECD</a></p> <p>Frechtling, D. C. (2019): <i>The tourism satellite account: A primer</i>, <i>Annals of Tourism Research</i>, 37 (1): 136–15</p> <p>Mandić, A., Petrić, L. (2021) <i>The impacts of location and attributes of protected natural</i></p>					

areas on hotel prices: implications for sustainable tourism development. *Environ. Dev. Sustain.* 23, 833–863 (2021). <https://doi.org/10.1007/s10668-020-00611-6>

Khan, A., Bibi, S., Lorenzo, A., Lyu, J., & Babar, Z. U. (2020). Tourism and Development in Developing Economies: A Policy Implication Perspective. *Sustainability*, 12(4), 1618. doi:10.3390/su12041618

Alina-Petronela Haller, Gina Ionela Butnaru, Georgia-Daniela Tacu Hârșan & Mirela Ștefănică (2021) The relationship between tourism and economic growth in the EU-28. Is there a tendency towards convergence?, *Economic Research-Ekonomska Istraživanja*, 34:1, 1121-1145, DOI: 10.1080/1331677X.2020.1819852

Song, H., Seetaram, N., & Ye, S. (2019). The effect of tourism taxation on tourists' budget allocation. *Journal of Destination Marketing & Management*, 11, 32–39. doi:10.1016/j.jdmm.2018.12.001

OECD (2018), "Effective Policy Approaches for Quality Investment in Tourism", OECD Tourism Papers, No. 2018/03, OECD Publishing, Paris, <https://doi.org/10.1787/88ea780c-en>

Ivandić, N., Marušić, Z. (2017). Implementation of Tourism Satellite Account: Assessing the Contribution of Tourism to the Croatian Economy, in: *Evolution of Destination Planning and Strategy The Rise of Tourism in Croatia*, Dwyer, L., Tomljenović, R., Čorak, S. eds., Palgrave Macmillan

Ivandić, N., Šutalo, I. (2019). An integrated TSA and IO model for the estimation of the overall contribution of tourism: The example of Croatia. *Tourism*, 67 (4): 389-404.

Tisdell, C.A., (2013) *Handbook of Tourism Economics Analysis, New Applications and Case Studies* <https://doi.org/10.1142/7956>

Liu, A., Kim, Y. R., & Song, H. (2022). Toward an accurate assessment of tourism economic impact: a systematic literature review. *Annals of Tourism Research Empirical Insights*, 3(2), 100054.

Brida, J. G., Ford, L., & Olivera, M. (2023). Research progress, trends, and updates on the relationship between tourism, economic growth and energy consumption: A bibliometric analysis. *Journal of Policy Research in Tourism, Leisure and Events*, 1-28.

Nunkoo, R., Seetana, B., Jaffur, Z. R. K., Moraghen, P. G. W., & Sannasse, R. V. (2020). Tourism and economic growth: A meta-regression analysis. *Journal of Travel Research*, 59(3), 404-423.

Albaladejo, I. P., Brida, J. G., González-Martínez, M. I., & Segarra, V. (2023). A new look to the tourism and economic growth nexus: A clustering and panel causality analysis. *The World Economy*.

Song, H., & Wu, D. C. (2022). A critique of tourism-led economic growth studies. *Journal of Travel Research*, 61(4), 719-729.

Wu, D. C., Cao, C., Liu, W., & Chen, J. L. (2022). Impact of domestic tourism on economy under COVID-19: The perspective of tourism satellite accounts. *Annals of Tourism Research Empirical Insights*, 3(2), 100055.

Figini, P., & Patuelli, R. (2022). Estimating the economic impact of tourism in the European Union: Review and computation. *Journal of Travel Research*, 61(6), 1409-1423.

Journals: :

Annals of Tourism Research, Elsevier; <https://www.journals.elsevier.com/annals-of-tourism-research/>

Tourism Management, Elsevier; <https://www.journals.elsevier.com/tourism-management>

Sustainability, MDPI, <https://www.mdpi.com/journal/sustainability>

<p>Quality assurance methods that ensure the acquisition of exit competences</p>	<ol style="list-style-type: none"> <li>1. Keeping up the record on, active participation and deliverables (to be done by the teacher)</li> <li>2. Monitoring of the teaching process (to be done by a vice dean for academic and student affairs)</li> <li>3. The analysis of the studying success (to be done by a vice dean for academic and student affairs)</li> <li>4. Student survey on quality of teachers and course deliverables (the University of Split, Centre for quality management)</li> <li>5. The learning outcomes are tested throughout the exam and student individual work.</li> </ol> <p>There is a regular review of the student tasks and tests to analyse if they are appropriate to evaluate the learning outcomes (vice dean for education for academic and student affairs)</p>
<p>Other (as the proposer wishes to add)</p>	<p>Potentially, up to three lectures of the external experts in the field can be organised. Additionally, field trip and visit to different institutions and hospitality businesses can also be organised.</p>