

NAME OF THE COURSE		MANAGEMENT OF TOURISM DEVELOPMENT					
Code	EUT302	Year of study	1				
Course teacher	Prof. dr. sc. Lidija Petrić Assoc. prof. Ante Mandić,	Credits (ECTS)	5				
Associate teachers	Assoc. prof. Ante Mandić	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, the student will critically assess basic theoretical approaches and applications about the occurrence and functioning of tourism in the modern world, evaluate current solutions in management processes and initiatives and choose the optimal solution based on reasoned opinion.						
Course enrolment requirements and entry competences required for the course	.						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>The student will:</p> <ul style="list-style-type: none"> - evaluate the position of tourism within different development theories, - review the contemporary role of the state and other institutions in the process of tourism development governance and management - evaluate and critically judge the ways of using public goods in tourism - critically evaluate the position of tourism in the context of smart specialization strategies - assess the role of tourism as a tool for the development and regeneration of urban, rural and peripheral areas - critically assess the role of the local community in development processes - assess the future of tourism in the context of global environmental and safety issues - assess the role and significance of the EU policies in the development management process - critically examine quality assessments in tourism systems <p>(level 7)</p>						
Course content broken down in detail by weekly class schedule (syllabus)		Theme	hours	Theme	hours		
	1	The role of tourism within different development paradigms	2	Introduction to the course outcomes and basic deliverables	2		
	2		2	Presentation of student papers and discussions	2		
	3	Transformation of the sustainability concept within contemporary development processes	2	Presentation of student papers and discussions	2		
	4	Smart governance in tourism; redefining the role of the State in shaping tourism development	2	Presentation of student papers and discussions	2		

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	5	Tourism and public choice; criteria for deciding on the use of public goods in tourism development	2	Presentation of student papers and discussions	2	
	6.	The role of the local community in tourism development planning		Presentation of student papers and discussions		
	7	Public-private partnership in tourism development	2	Presentation of student papers and discussions	2	
	8	From tourism clusters to smart specialization	2	Presentation of student papers and discussions	2	
	9	Tourism as a tool for the regeneration of urban, rural and peripheral areas	2	Presentation of student papers and discussions	2	
	10	Tourism and climate change	2	Presentation of student papers and discussions	2	
	11	Managing tourism development in the context of global crises	2	Presentation of student papers and discussions	2	
	12	The role of EU policies in tourism development	2	Presentation of student papers and discussions	2	
	13	The concept of quality and quality management in tourism	2	Presentation of student papers and discussions		
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"/> partially 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"/> 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 team work) and present it with the use of PPT presentation. A student has the opportunity to do another research task on the recommendation of the teacher, 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 ECTS value of the course)	Class attendance	1 ECTS	Research		Practical training	
	Experimental work		Report		Reading material given by a teacher (Other)	0,35ECTS
	Individual task (Essay, case study, critical review)	0,5	Seminars/ essay	0,65ECTS	(Other)	
	Tests	2,5* ECTS	Oral exam		(Other)	
	Written exam	2,5 * ECTS	Project		(Other)	
Grading and	Students will have an opportunity to take two mid-term tests*. Second test can be taken only					

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evaluating student work in class and at the final exam	<p>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 <u>all the tasks required</u> 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 semester = 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 = 10 points and student activity - 5 points.</p> <p>Grading scale is: <60 points – fail; 60-69 points= pass; 70-79 =fair; 80-89 = good; 90-100 = excellent.</p> <p>*Alternatively, except via two semestral tests, students can get their grade via final test at the end of the semester. If a student is not satisfied with the results (only in case of the positive grade) he/she can have an oral examination, but has to let the teacher know about his/her intention not later than 24 hours after results are presented.</p>																							
Required literature (available in the library and via other media)	<table border="1"> <thead> <tr> <th data-bbox="472 762 1070 867">Title</th> <th data-bbox="1070 762 1227 867">Number of copies in the library</th> <th data-bbox="1227 762 1416 867">Availability via other media</th> </tr> </thead> <tbody> <tr> <td data-bbox="472 867 1070 951">Authorized presentations and material on the Moodle platform</td> <td data-bbox="1070 867 1227 951"></td> <td data-bbox="1227 867 1416 951">Merlin</td> </tr> <tr> <td data-bbox="472 951 1070 1056">Petrić, L., Upravljanje razvojem turizma ((2022) skripta/čitanka za internu upotrebu, Ekonomski fakultet Split</td> <td data-bbox="1070 951 1227 1056"></td> <td data-bbox="1227 951 1416 1056">Merlin</td> </tr> <tr> <td data-bbox="472 1056 1070 1171">Petrić, L., Mandić, A. (2022), Smart governance in historic urban destinations - evidence from Croatia, book chapter, in: Van den Borg, J., ed. in pressA Research Agenda for Urban Tourism, Elgar Research Agendas</td> <td data-bbox="1070 1056 1227 1171">5</td> <td data-bbox="1227 1056 1416 1171"></td> </tr> <tr> <td data-bbox="472 1171 1070 1276">Sharpley, R. (2020): Tourism, sustainable development and the theoretical divide: 20 years on, Journal of Sustainable Tourism</td> <td data-bbox="1070 1171 1227 1276"></td> <td data-bbox="1227 1171 1416 1276">https://doi.org/10.1080/09669582.2020.1779732</td> </tr> <tr> <td data-bbox="472 1276 1070 1409">Mandić, A. & Petrić, L. editors (2021) Mediterranean Protected Areas in the Era of Overtourism- Challenges and Solutions, Springer</td> <td data-bbox="1070 1276 1227 1409">5</td> <td data-bbox="1227 1276 1416 1409"></td> </tr> <tr> <td data-bbox="472 1409 1070 1873"></td> <td data-bbox="1070 1409 1227 1873"></td> <td data-bbox="1227 1409 1416 1873"></td> </tr> </tbody> </table>	Title	Number of copies in the library	Availability via other media	Authorized presentations and material on the Moodle platform		Merlin	Petrić, L., Upravljanje razvojem turizma ((2022) skripta/čitanka za internu upotrebu, Ekonomski fakultet Split		Merlin	Petrić, L., Mandić, A. (2022), Smart governance in historic urban destinations - evidence from Croatia, book chapter, in: Van den Borg, J., ed. in pressA Research Agenda for Urban Tourism, Elgar Research Agendas	5		Sharpley, R. (2020): Tourism, sustainable development and the theoretical divide: 20 years on, Journal of Sustainable Tourism		https://doi.org/10.1080/09669582.2020.1779732	Mandić, A. & Petrić, L. editors (2021) Mediterranean Protected Areas in the Era of Overtourism- Challenges and Solutions, Springer	5					Number of copies in the library	Availability via other media
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Optional literature (at the time of submission of study programme proposal)	<p>Mandić, A., Petrić, L., Pivčević, S. (2025). Harmonizing sustainability and resilience in post-crisis cultural tourism: stakeholder insights from the Split Metropolitan Area Living Lab. <i>Tourism Management Perspectives</i>, 55, 101331. https://doi.org/10.1016/j.tmp.2024.101331</p> <p>Richard Sharpley (2022) Tourism and Development Theory: Which Way Now?, <i>Tourism Planning & Development</i>, 19:1, 1-12, DOI: 10.1080/21568316.2021.2021475</p> <p>Edgell, D.R., Swanson, J.R. Smith, G., Swanson, J. and Edgell, D.R. Sr., (2019) <i>Tourism Policy and Planning: Yesterday, Today, and Tomorrow</i>, third edition, Routledge</p> <p>Lohmann, G. and Panosso Neto, A. (2016) <i>Tourism theory, concepts, models and systems</i>. CABI</p> <p>Hartman, S. (2018) Resilient tourism destinations? Governance implications of bringing resilience and adaptive capacity to tourism practice. In: Innerhofer, Fontanari & Pechlar</p>																							

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	<p>Resilience – Challenges and Opportunities for Destination Management and Governance. (pp. 66-75). Abingdon: Routledge</p> <ul style="list-style-type: none"> - Petrić, L. (2022). Paradigma odrasta – odgovor na prekomjerni turizam, Radovi e-kološkivija Turistički timeout –trenutak za novi pogled na turizam i prostor, HRVATSKA AKADEMIJA ZNANOSTI I UMJETNOSTI , Razred za likovne umjetnosti, Znanstveno vijeće za turizam i prostor, Zagreb - Walia, S.K. (Ed.). (2020). The Routledge Handbook of Community-Based Tourism Management: Concepts, Issues & Implications (1st ed.). Routledge. - Higgins-Desbiolles, F., Carnicelli, S., Krolkowski, C., Wijesinghe, G., Boluk, K. (2019). Degrowing tourism: rethinking tourism. Journal of Sustainable Tourism, 27(12), 1926–1944. https://doi.org/10.1080/09669582.2019.1601732https://doi.org/10.4324/9780429274664 - Epler Wood, M. (2017), Sustainable Tourism on a Finite Planet: Environmental, Business and Policy Solutions, (1st Edition), Routledge. - Benner, M., (2017), From Clusters to Smart Specialization: Tourism in Institution-Sensitive Regional Development Policies , Economics 2017, 5, 26; doi:10.3390/economics5030026, https://www.mdpi.com/2227-7099/5/3/26 - Hall, C.M. (2016). Putting ecological thinking back into disaster ecology and responses to natural disasters. In C.M. Hall, S. Malinen, R. Vosslander and R. Wordsworth (eds) Business and Post-Disaster Management Business, Organisational and Consumer Resilience and the Christchurch Earthquakes, Abingdon: Routledge. - Hall, C.M. (2019). Constructing sustainable tourism development : The 2030 Agenda and the managerial ecology of sustainable tourism. Journal of Sustainable Tourism, 27(7), 1044–1060. https://doi.org/10.1080/09669582.2018.1560456 - Hall, C.M. Prayag, G., Amore, A.(2018) Tourism and Resilience: Individual, Organisational and Destination Perspectives, Channel View Publications, Bristol - Dodds, R., Butler, R. (2019), Overtourism: Issues, realities and solutions. De Gruyter Studies in Tourism, De Gruyter Oldenbourg. - Foris, D., Popescu, M., & Foris, T. (2017). A Comprehensive Review of the Quality Approach in Tourism. In (Ed.), Mobilities, Tourism and Travel Behavior - Contexts and Boundaries. IntechOpen. https://doi.org/10.5772/intechopen.70494 - UNCTAD (2024) Creative Economy Outlook Trends in international trade in creative industries https://unctad.org/publication/creative-economy-outlook-2024 - World Tourism Organization and World Tourism Cities Federation (2018), UNWTO/WTCF City Tourism Performance Research, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284419616 . - World Tourism Organization and International Transport Forum (2019), Transport-related CO2 Emissions of the Tourism Sector – Modelling Results, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284416660. <p>Znanstveni časopisi:</p> <ul style="list-style-type: none"> - 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 - Turizam, Institut za turizam Zagreb; https://hrcak.srce.hr/turizam
<p>Quality assurance methods that ensure the acquisition of exit competences</p>	<p>Keeping up the record on, active participation and deliverables (to be done by the teacher)</p> <p>Monitoring of the teaching process (to be done by a Vice-Dean for academic and student affairs)</p> <p>The analysis of the studying success (to be done by a Vice-Dean for academic and student affairs)</p>

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	<p>Student survey on quality of teachers and course deliverables (the University of Split, Centre for quality management)</p> <p>The learning outcomes are tested throughout the exam and student individual work.</p> <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 academic and student affairs)</p>
Other (as the proposer wishes to add)	<p>Potentially, up to three lectures of the external experts in the field can be organised.</p> <p>Additionally, field trip and visit to different institutions and hospitality businesses can also be organised.</p>