NAME OF THE COU	JRSE	Organization of tou	rism						
Code	EUTA01		Year of	study		2			
Course teacher	PhD Smiljana Pivčević, Full professor PhD Ante Mandić, Associate professor		Credits	(ECTS))	4			
Associate teachers	PhD Ante Mandić, Associate professor		Type of instruction (number of hours)			L 26	S	E 13	F
Status of the course	Elective)	Percentage of application of e-learning			20			
		COURSE			N				
Course objectives	This course aims to provide the knowledge and skills that are essential for the understanding of the complexity of the organisation of tourism and its structure, the role of the fundamental national and international institutions and interconnectedness of tourism with different industries and stakeholders.								
Course enrolment requirements and entry competencies required for the course	As indicof Split	cated in the Statute of t	he Facul	ty of Ec	conomics, Bu	isiness ar	nd Touris	m, Unive	ersity
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	 In-depth analysis of the organisation and development of the tourism system. Distinguish all key stakeholders in Croatia tourism system, their roles and operations. Analyse tasks, activities and importance of different stakeholders in contemporary organisation of tourism on the national and international scale. Compare different national approaches to the organisation of tourism. Identify and analyse the interconnectedness between tourism system and other industries and stakeholders within the national economy. 								
Course content broken down in detail by weekly class schedule (syllabus)	requirer	ction: Course objective ments, grading and eva ent work.		1		ĕ			
	stakeho tourism develop	es, elements, subjects a lders of organization of system. Historical ment of the organisation an overview.	f	3	The analys research pa		discussi	on –	1
	contemp	gin, development and porary state of organisa e/emitive and receptive		2	The analys research pa		e discussi	on –	1
	organisa policies		urism	2	The analys research pa	iper.	discussi	on –	1
	Instituti of touri	onalization of the orga sm.	nisation	2	Systematiz	ation.			1
		n tourism board role in I tourism system and oment.		2	The analys research pa		e discussi	on –	1
2024 /2025	Govern tourism Normat	mental institutions invo development in Croati ive regulations and cor ity and tourism in Croa	ia. ntrol in	2	The analys research pa		e discussi	on –	1

	In: 1 ·		0	2		m)				
	Firm and association level of tourism					The cours	1			
	organization system.					synthesis.	. 1.4 1			
						The analysis and the discussion –		n –		
						research paper.				
	The role and forms of hospitality					The analysis and the discussion –			1	
	firms and intermediaries in tourism.					research paper.				
	Integration and globalization process					The analysis and the discussion –			1	
	in contemporary tourism.					research paper.				
	The role and development of sectors					The analysis and the discussion –			1	
	complementary to tourism.					research paper.				
	International tourism-related					Course systematization. The analysis 1				
	organisations and their role in					and the discussion – research paper.				
	contemporary to									
	Tourism system			2		Final rem	arks, course wrap	up and	1	
	selected countrie	selected countries – analysis a				elaboratio	sults.			
	comparison									
	x lectures						ccianments			
	x seminars and workshops					dependent assignments ultimedia				
Format of instruction	x exercises					aboratory				
romat of mstruction	☐ on line in enti	-				ork with me	ntor			
	x partial e-learni	ng				(other				
	☐ field work					(oner)				
Student	1. 70% class atte									
responsibilities	2. Submitted and	l positively	graded two	cr	itica	l reviews.				
Screening student	Class attendance	1,5	Research	ch			Practical training			
work (name the proportion of ECTS	Experimental				A critical review					
credits for each	work		Report			(Other) 0,5				
activity so that the	Essay		Seminar ess		,		(Other)			
total number of ECTS credits is equal to the	Tests	2*	Oral exam		2*	:	(Other)			
ECTS value of the	Written exam	2*	Project				(Other)			
course)			, i	_		0.11	· · · · · ·	<u> </u>		
	The overall grade is based on the individual score on following three components: 1. 2 tests or exam (70 points) 2. Delivery of critical reviews (2*10=20 points)									
	3. Active participation (10 points) $= \sum 100 \text{ points}$									
	The evaluation table:									
	< 60 = fail									
Grading and	60-69 = pass									
evaluating student	70-79 = fair									
work in class and at	80-89 = good									
the final exam	90-100 = excellent									
	There are two tests (written or oral) during the semester, each with 60% as a minimum									
	passing score. In order to take the second test, a student must pass the first test. In-class									
	activity via participation in discussions and on line assignments is registered throughout the									
	semester. During the semester, students prepare, submit and discuss critical reviews on									
	research studies/papers.									
	<u> </u>									
	A student will receive a passing grade for the course if he or she passed both tests and achieved a total of at least 60 points from the three components that make up the final grade.									
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The students that do not pass through tests take the exam (70 points), with a 60% minimum passing score. The student will have a passing grade If the overall score on all three grade components is at least 60 points. Students who are not satisfied with the final grade obtained through the tests or the final exam, can take the final oral exam. The prerequisite is a notification message to professor through Moodle within 48 hours of test/exam results. The course teacher beholds the right to invite the students to oral exam in case of justified reasons or extraordinary circumstances. Number of Availability via copies in the Title other media library Required literature Authorised lecture and materials are available on Moodle Moodle.efst.hr (available in the course site. library and via other Relevant contemporary research papers Moodle.efst.hr media) Laws and regulations on tourism development Ministry of tourism www.mint.hr Books: 1. OECD (2016; 2018, 2020), OECD Tourism Trends and Policies, OECD **Publishing** 2. Hitrec, T., Hendija, Z. (2008), Politika, organizacija i pravo u turizmu, Vern, 3. Geić, S. (2007), Organizacija i politika turizma, Sveučilište u Splitu, Split Articles: Relevant contemporary scientific articles from Tourism Management, Annals of Tourism Research, Journal of Destination Marketing & Management, Current Issues in Tourism, Journal of Sustainable Tourism and other scientific journals recommended by the teacher Pivčević, S.; Petrić, L.; Mandić, A. Sustainability of Tourism Development in the Mediterranean—Interregional Similarities and Differences. Sustainability 2020, 12, 7641. Pivčević, S., Lesić, K.T. (2020), "Exploring Gastronomy and Event Interlinkages in DMOs' Optional literature (at Strategic Activities – Two Croatian Destinations Perspective", Peštek, A., Kukanja, M. and the time of Renko, S. (Ed.) Gastronomy for Tourism Development, Emerald Publishing Limited, pp. submission of study 133-154. https://doi.org/10.1108/978-1-78973-755-420201008 programme proposal) Kuliš Z., Šimundić B., Pivčević S. (2018) The Analysis of Tourism and Economic Growth Relationship in Central and Eastern European Countries. In: Karasavvoglou A., Goić S., Polychronidou P., Delias P. (eds) Economy, Finance and Business in Southeastern and Central Europe. Springer Proceedings in Business and Economics. Springer, Cham. https://doi.org/10.1007/978-3-319-70377-0 37 Other sources: Pivčević, S., Dragnić, D., Najev Čačija, Lj, Mikulić, D., Petrić, L. (2017), Strateški marketing plan destinacije Split 2017-2022, TZ Split, dostupno na www.visitsplit.com/hr/3136/strateski-marketing-plan Events and news from HRTourism portal (www.hrturizam.hr) Documents and news from the Ministry of tourism web page (www.mint.hr) Documents and data from web pages of international organizations relevant for tourism (UNWTO, OECD, ETC, WTTC, UNESCO, WEF, AIESTE and others). Documents and data from web pages of selected National Tourism Organizations. Monitoring student active participation and performance of student obligations Quality assurance methods that ensure the acquisition of exit 2. The control of the teaching process (vice dean for education) competences The analysis of the results of all courses (vice dean for education)

	 Student survey on quality of teachers and course deliverables (the University of Split, Centre for quality management) The learning outcomes are tested throughout the exam and student individual work. 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). 			
Other (as the proposer	Up to three lectures of external experts or field trips/visits to institutions and hospitality			
wishes to add)	businesses may be organised.			