NAME OF THE COURSE TOURISM INDUSTRIES INVESTMENTS								
Code	EUTD0	1	Year of study 1					
Course teacher	Šimund	te professor Blanka ić, PhD nt professor Zvonimir	Credits (ECTS) 5					
Associate teachers			Type of instruction (number of hours)	L 26	S	E 26	F	
Status of the course	Elective	;	Percentage of application of e-learning	40%				
	COURSE DESCRIPTION							
Course objectives Course enrolment	the content and the way of investment planning, and the investment planning basic assumptions; (2) understand and acquire practical knowledge and skills relevant for the identification, preparation and definition of an investment project, market analysis, technical-technological and economic-financial sustainability of the project, risk analysis and project susceptibility.							
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)	Student will be able to: 1. Develop and evaluate the investment project sustainability in the tourism and hotel industry. 2. Formulate the basic elements of an investment project business model. 3. Develop, independently and / or in team work, the process of analyzing various aspects of an investment project sustainability assessment. 4. Identify possible sources of an investment project funding and assess the costs associated with the particular form of financing. 5. Assess the risks associated with the investment project and analyze the susceptibility of the project according to the identified risks. 6. Assess individual aspects of the sustainability of the investment project, compile project sustainability assessment in the form of a written document, and propose an investment project. Learning outcome of the course:							
	Independently create and assessment the investment project sustainability in the hotel and tourism industry. Individual learning outcomes: 1. Identify the stages in the investment project planning; 2. Formulate the basic elements of the investment project business model; 3. Create, independently and / or as a team work, the investment project analysis and							

sustainability assessment;

- 4. Propose possible sources of the investment project financing, including the costs financing assessment;
- 5. Anticipate risks related to the investment project, and assess the sensitivity of the project;
- 6. Assess individual aspects of the sustainability of the investment project, compile an assessment of the sustainability of the project in the form of a written document, and propose an investment project.

		Lectures	Exercises:			
Course content broken down in detail by weekly class schedule (syllabus)	Week	Торіс	Hours	Торіс	Hours	
	1	Lecture's objectives, content and methods of work.	2	Exercise's objective, content and methods of work.	2	
	2	General features of a tourism and hotel industries.	2	Business opportunity identification. Students' presentations and discussion on the topic.	2	
	3	Tourism and hotel industries and investments. 2 Main assumptions of the investment project in the tourism and hotel industry. Students' presentations and discussion on the topic.		industry. Students' presentations	2	
	4	An application of business model concept in the tourism and hotel industries.	2	Determining the content of an investment project business model. Students' presentations and discussion on the topic.	2	
	5	An investment project's scope and content.	2	Defining the investment project, project team members, and the responsibility of a team member for each part of the investment project. Students' presentations and discussion on the topic.	2	
	6	Market analysis and investment planning.	2	The investment project's market analysis. Students' presentations and discussion on the topic.	2	
	7	An investment project technical-technological analysis.	2	The investment project technical-technological analysis. Students' presentations and discussion on the topic.	2	
	8	An investment project economic analysis.	2	The investment project economic analysis. Students' presentations and discussion on the topic.	2	

		Sources	of financin	g		T	Determin	ning the investment proj	ect		
	9	Sources of financing investment in tourism and hotel industries – main features.			2		assessme	g sources. Financing cosent. Students' presentations on the topic.		2	
	10	Investment profitability assessment methods.			2	,	grading investme assessme	g the static and dynamic methods for the purpose ent project profitability ent. Students' presentations assion on the topic.	of	2	
	11	Risk management in tourism and hotel industries.			2		assessme	stment project risk ent. Students' presentation assion on the topic.	2		
	12	Project sensitivity analysis in tourism and hotel industries.			2		analysis	stment project sensitivit in the context of changi estment assumptions.	-	2	
	13	Fundamentals of the project business value assessment.			2		investme	s' presentations of the ent project results and on on the topic.			
	☐ lectu	res									
	□ seminars and workshops □ independent assignments										
Format of instruction	□ exercises					☐ multimedia ☐ laboratory					
Format of mistruction	☐ <i>on line</i> in entirety				□ work with mentor						
	partial e-learning					guests from practice (other)					
	☐ field work						<u> </u>				
	Students are obliged, in team work, to create, develop and document: (1) a financial model of the investment project (using Excel), (2) an investment study of the investment project in										
a. 1	the tourism or hotel sector (using a template in Word), and (3) a presentation of the										
Student responsibilities	investment (using the PowerPoint), i.e. present the investment project and explain the initial										
responsionnics	settings of the investment.										
	The requirements for a signature are: class attendance (50% of lectures and exercises) and creating and presenting the investment project's financial model by the given deadline.										
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Screening student work (name the	attendance ESTS		Research				Practical training				
proportion of ECTS credits for each	Experimental work		Report				(Other)				
activity so that the total number of ECTS	Essay		Seminar essa	ıy			(Other)				
credits is equal to the ECTS value of the	Tests 2 ESTS		Oral exam	1			(Other)				
course)	Written exam			Project	2,5 ECTS		CTS	(Other)			
Grading and	The stud	dents can	pass the e	xam in a way	that	they	:				

evaluating student work in class and at the final exam

(1) successfully develop an investment project chapters (group work), including the project's financial model and presentation of the main project results and (2) pass the first and second mid-term tests with at least 60% of points.

During the semester, two colloquia are organized to assess the participants' knowledge in the field of investment planning.

An investment project development and presentation make up 50% of the total number points. The total number point is 100.

The maximum number of points for the project is 50. Each of the two tests can have a maximum of 20 points. The students can earn up to 5 points for the preparation and presentation of the project results. Finally, a maximum of 5 points can be achieved for the activity during the semester.

Grading scale is: (1) less than 60 points = fail; (2) 61 to 69 points = sufficient, (3) 70 to 79 points = good, (4) 80 to 89 points = very good and (5) 90 to 100 points = excellent. Except through colloquia, project design and presentation, students can achieve the grade through a written exam during the exam period.

If the students are not satisfied with the number of points earned on the written exam, they have the opportunity to take the oral exam, which must be reported to the professor at least 24 hours after the exam results announcement.

Number of Availability via Title copies in the other media library Orsag, S. i Dedi, L. (2023). Budžetiranje kapitala: procjena investicijskih projekata. Zagreb: Ekonomski fakultet Sveučilišta u Zagrebu. Ministarstvo financija RH (2023). Priručnik uz Uredbu o načinu ocjene i postupku odobravanja investicijskih projekata. Dostupno na: https://tinyurl.com/inv-prirucnik Required literature (available in the library and via other media) UNWTO (2021). UNWTO Investment Guidelines -Enabling Frameworks for Tourism Investment. Dostupno na: https://tinyurl.com/uwnto-inv1 UNWTO (2021). Travel and Tourism Tech Startup Ecosystem and Investment Landscape. Dostupno na: https://tinyurl.com/unwto-inv2 Authorized presentations and teaching materials presented Merlin on the Moodle platform.

	WTTC (2021). Investing in Travel & Tourism. Dostupno na: https://tinyurl.com/wttc-inv
Optional literature (at the time of submission of study programme proposal)	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
	Bendeković, J., i dr., (2007), Priprema i ocjena investicijskih projekata; FOIP 1974 d.o.o., Zagreb.
	Nguyen, C. P., Binh, P. T., & Su, T. D. (2020). Capital Investment in Tourism: A Global Investigation. Tourism Planning & Development, 20(5), 805–831. https://doi.org/10.1080/21568316.2020.1857825
	Süer, S. (2024). Handbook on tourism investment projects analysis. GlobeEdit: London.
Quality assurance methods that ensure the acquisition of exit competences	1. Keeping up the record on attendance, active participation and deliverables (to be done by the teacher), according to the learning assessment model.
	2. Monitoring of the teaching process (to be done by a vice dean).
	3. The analysis of the studying success (to be done by a vice dean).
	4. Student survey on quality of teachers and course deliverables (the University of Split, Centre for quality management).
	5. The learning outcomes are tested throughout the exam and student individual work. There is a regular review of the student tasks and tests with a purpose of analyzing their adequacy in terms of the learning outcomes evaluation (vice dean for education).
Other (as the proposer wishes to add)	- It is possible to organize lectures of the experts in the tourism and hospitality industries.