

Course unit code	BE 302
Course unit title	European Tourism Market and Development Trends

GENERAL INFORMATION			
Study program	Undergraduate study program: Business Economics Graduate study program: Tourism and Development	Year	1.
Director of the course and assistant	Assistant Professor, Aljoša Vitasović, Ph.D. E-mail: avitasov@unipu.hr Iva Slivar, Ph.D. E-mail: iva.slivar@unipu.hr		
Course status	Mandatory	X	Elective
Credits allocated and type of lectures			
		Winter semester	Summer semester
ECTS students workload			7,5
Number of hours per semester			75 (3L-2S)

Course objectives, teaching and learning methods and learning outcomes

The basic objective

The aim of the course is to teach students about the trends in world tourism, with an emphasis on tourism countries in Europe, the influence of modern trends and potential impacts of changes in the environment on developments in the tourism industry of the European Union. Students are trained to adapt to new trends in tourism of the Republic Croatia.

Having attended courses and passed the examination in this course, students will be able to :

1. Identify, describe and sort out the position of the European region in the total number of international arrivals and compare the importance of European countries in world tourism.
Activities: interpretation of available data on tourist movements based on public disclosure of data available by the world tourism organization, comparison of the available data by country
Method of evaluation: class participation, mentoring, preliminary, final exam.
2. Explain, discuss and distinguish the Directive of the European Union's role in tourism and tourism development funds in the region.
Activities: lectures, literature and Internet sources available, access to documents and interpretation of the content and significance of strategy in the development of tourism.
Method of evaluation: class participation, mentoring, final exam.
3. Identify and compare European tourist destinations and to assess the conditions and specifics of the development of European destinations in an international environment.
Activities: lectures, examples of the integration of European destinations: networking and partnerships. The discussion on the impacts and consequences of the integration work in the tourism industry.
Method of evaluation: class participation, seminars and presentations, quiz, final exam.
4. Interpret, analyze and comment on current trends in European tourism.
Activities: lectures, literature, analysis of existing web resources related to the mega trends in tourism.
Method of evaluation: class participation, presentations, quiz, final exam.
5. Analyze and assess the impacts of tourism on the mediation movement in the tourism industry of the European Union.
Activities: lectures, comparative analysis of existing tourism concern and discussion on examples of tour operators generalists and specialists.
Method of evaluation: class participation, seminars and presentations, quiz, final exam.

6. Acquire competence to independently apply knowledge related to EU directives in the tourism industry and the ability to identify similarities and differences of Croatian and European practices in tourism.

Activities: lecture, analyzing concrete examples of practices and proposals for solutions.

Concentration of value added in tourism and the creation of identity destinations. Discussion. The answers to the challenges of the market. Forecasts of development and growth.

Method of evaluation: class participation, presentations, quiz , final exam

Requirements, correspondence and correlativity

- International Business and Leisure Travel Services, Cambridge International AS and A Level Travel and Tourism 9395
- International Tourism principles, IVQ in International Tourism 4867, City & Guilds, London
- International Travel, Tourism and Hospitality, ABE, UK

Course content (list of topics)

- International tourist flows;
- Tourism of the European Union, emerging markets;
- Travel policy, strategy development;
- Trends in the development of tourism in Europe;
- Current trends in tourism and travel deals adjustments;
- Global trends in technology and new media;
- The impact of demographic change on tourism trends;
- Deregulation of air transport, innovation;
- Travel mediation; integration processes;
- The changing role of the consumer;
- European funds and role in the development and management of destinations,
- European tourist destinations: the integration and partnership;
- The ratio of public and private sector in tourism;
- Croatian Tourism and Competitiveness
- Adjustment of Croatian tourism in EU directives;
- Forecast for future development.

Modes of instruction and acquiring knowledge (mark in bold)

Lectures	Seminars and workshops	Exercises	Individual tasks	Multimedia and internet
Distance learning	Counseling	Laboratory	Tutorial	Fieldwork

Student requirements

Assessment and evaluation of students (mark in bold)

Attendance	Class participation	Seminar paper	Experimental work
Written exam	Oral exam	Essay	Research
Project	Continuous assessment	Report	Practical work

Assessment breakdown within the *European credit transfer system*

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Class participation	56	1 – 6	2	20%
Seminar paper and presentation	40	1 – 6	1,5	20%
Continuous assessment - colloquium	20	1 – 6	2	26%
Final exam: written	90	1 – 6	2	34%

Bibliography**Mandatory bibliography**

Walker, J.R. & J.T.Walker (2001), *Tourism, Concepts and practices*, Pearson education.
 Conrady, R. i M. Buck (Eds.), (2011), *Trends and Issues in Global Tourism 2011*, 1st Edition. Springer.
 European Tourism 2013 - Trends & Prospects (Q4/2013).
 International Tourism: International tourism to continue robust growth in 2013: <http://media.unwto.org/en/press-release/2013-01-28/international-tourism-continue-robust-growth-2013>
 Tourism statistics:
http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Tourism_statistics
 Tourism: Studies and publications:
http://ec.europa.eu/enterprise/sectors/tourism/documents/studies/index_en.htm
 Economic data search tool:
<http://www.wttc.org/research/economic-impact-research/>
 UNWTO (2013) *Tourism highlights*

Additional bibliography

Holloway, J.C., Humphreys, C. & R. Davidson (2009). *The business of tourism*. 8th edition. Prentice Hall.
 UNWTO, *Eu Tourism and the Economic Downturn: Prosperous Future*, 8th European Tourism Forum, Brussels / Belgium 9th October 2009.
Structural Funds Regulations 2014,
<http://ec.europa.eu/esf/main.jsp?catId=33>

Additional information on the course