

COURSE TITLE	Tourism Policies and Tourism Organisation	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Compulsory	
Year of study	Year 2 (semester 3)	
Credits and mode of delivery	ECTS workload	6
	Number of hours (L+P+S)	60 (30L + 0P +30S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
• To determine the importance of tourism organization and policy within the broader context of economic and social functions. • To evaluate the significance of tourism development policy as a prerequisite for the effective organization and management of tourism stakeholders. • To propose the use of active EU policies and measures aimed at tourism enhancement		
<i>Course enrolment requirements</i>		
None		
<i>Expected learning outcomes</i>		
LO1: Assess the integration of tourism policy within the economic system. LO2: Discuss the importance of tourism organization and policy for the successful development of tourism as part of the national economy. LO3: Critically evaluate tourism development plans at the level of the World Tourism Organization. LO4: Investigate tourism policy measures and tourism development strategies at the EU level. LO5: Self-assess the role of tourism in the development process at the national, regional, and local levels. LO6: Recommend operational elements of tourism organization and policy in line with EU tourism development policy and national tourism strategy. LO7: Propose a tourism development strategy for a selected destination, guided by EU incentive measures and national tourism development policies.		
<i>Course content</i>		
Integration of tourism policy into the economic system. The public sector and tourism policy. Principles of policy-making in tourism. Policy instruments in tourism. Concepts and objectives of tourism policy. The international context of tourism development concepts and policies. Tourism policy measures and development strategies at the EU level. Tourism development plans of the World Tourism Organization. Stakeholders in tourism policy and tourism organization. The concept of a national tourism system and the objectives of tourism development in Croatia. Organization of tourism and destination management. Developing a tourism development strategy for a selected destination.		
<i>Assessment and evaluation of student work during classes and the final exam</i>		
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.		