

DETAILED COURSE SYLLABUS

| GENERAL INFORMATION | | |
|---|--|---|
| Course title | Tourism Mobility | |
| Study programme | Tourism Marketing Tourism Management Hospitality Management Sustainable Tourism Development | |
| Field of study | | |
| Year of study | I | |
| Course status | Optional | |
| Possibility of conducting English language classes | yes | |
| Course webpage | | |
| Evaluation in credits and forms of class conducting | ECTS coefficient of student workload | 3 |
| | Number of classes (L+P+S) | 15+0+15 |
| Course Holder | Name and surname | Nataša Slavić, PhD, assistant professor |
| | Office | 107 |
| | Consultation hours <i>Opatija</i> <i>SC Zabok</i> | Monday, 10.30 – 12.00 |
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| Course Assistant | Name and surname | |
| | Office | |
| | Consultation hours <i>Opatija</i> <i>SC Zabok</i> | |
| | Telephone | |
| | e-mail | |
| COURSE DESCRIPTION | | |
| Course objectives | | |
| Familiarize the students with the alternative modes of transportation (various travel and movement options), in general and in the context of tourism. Supporting the students in implementing the acquired knowledge on the mobility management concept in realizing the assigned research, on the example of an actual tourist destination. | | |
| Expected learning outcomes related to the course | | |

The primary goal of this course is to provide a comprehensive knowledge of the concept of mobility management, and various measures that determine it. Although application of the concept does not eliminate the use of a car, it aims to significantly reduce their use. By promoting sustainable transport, the concept and the course in question seek to encourage changes in attitudes and behaviour of road users. By defining the possibilities and potential benefits of applying the concept, the aim is to bring the concept to students and to encourage appreciation, understanding and ability to diversify "soft" and "hard" measures, according to various operating and investment demands. Developing countries are often faced with the growing traffic problems. Course insists on critical thinking while looking at traffic problems in close vicinity, and one of the objectives will be achieved if students adopt an integrated approach to mobility management and be able to comprehend how the development of the transport system must be suitable for developing economic and social needs, and also environmentally acceptable. Accordingly, the aim is to facilitate understanding of main uses of mobility management, which are also the objectives and benefits of the application of the concept. (1,4)

Given the multiplication of flows of people during the tourist season, reflected through multiplication of traffic and other flows in a destination, it is clear that mobility should be managed so that tourist traffic problems created in the destination would not have caused a reduced tourism demand. Course objectives include understanding the positive aspects of the concept application at the level of tourist destination and the application of range of measures that enables the tourist destination mobility management to maintain its attractiveness, preserve the historical heritage and natural environment by reducing car traffic, while providing alternative ways to travel. Since the movement of tourist flows in destination is predictable, the course provides an overview of mobility management strategies of tourists, a combination of which generates a synergy effect by improving transportation options, integration of alternative modes of transport to tourism activities, discourage driving cars and promote alternative ways to travel. (2,3,5)

Given that traffic has a major impact on the environment, the course identifies the range of negative effects and deals with the issue of economy of space, emphasizing the necessity of transport planning and adopting traffic scenarios that improve the accessibility of certain transport modes, simultaneously affecting the degradation of others. To distinguish traffic management system, not considered part of mobility management, from traffic management components which seek to achieve a change of attitudes of traffic demand and are the mobility management components, is also a goal of the course. Pointing out the different scenarios of applying specific mobility management strategies, the course aims to lead to understanding of demographic, geographic and political characteristics of the community, which make concept application requirement. To grasp the connection between education, raising awareness and promoting sustainable modes of mobility as part of mobility management shall enable understanding of the basic idea of the concept at hand: encouraging voluntary behaviour change, and the use of already available alternatives, accompanied by the identification and differentiation between the measures. Cognition that mobility management does not include traffic and transport planning in its entirety is one of the targeted results of the course. Planning for sustainable urban transport is not mobility management but, it should be included. It is therefore necessary to understand the transport plans as part of mobility management when they relate to a specific location or destination and when it comes to so-called "mobility plans". Otherwise, many measures of traffic planning are not part of the mobility management but create positive surroundings to it. (1, 2, 3, 4)

Integration of traffic companies' supply attracts new users and affects the change of the individual transport modes share in the destination. As such, it is the typical goal of mobility management. Overcoming the differences between multimodality and intermodality, carpooling and carsharing aims to identify the potential advantages of listed for the users and the urban environment. The

course objective is to point out the possible combinations of traffic means in movement at destination and the benefits of an integrated system of movement through the joint billing system of transport services. (3, 4, 5)

To lead to understanding that managing transport demand in tourism includes arrangements that do not involve travel by a car is an important objective of the course. All tourist supply stakeholders should take into account the demand for the movement of tourists who do not travel by car and apprehend accessibility of information as a basic prerequisite for accepting an alternative mode of transport. Alternative to personal vehicles are usually bicycle and pedestrian traffic and public transport system. The course objective is to identify and distinguish specific needs of implementation of a certain mode, and the importance of its accessibility in the destination. Also, the aim of the course includes understanding parking management as a segment of mobility management concept, which is possible by implementing different strategies aimed at solving traffic problems, particularly in destinations of limited capacity and growing demand for parking. (2, 5)

In addition to passenger traffic, the objective of this course is to demonstrate the application of the concept in the sphere of management of freight flows, according to its specific features. Managing mobility includes carriage of goods only if they are a part of mobility plan that also includes transportation of passengers. Most often it comes to carriage of luggage. Also, the goal is to identify a number of strategies that increase the efficiency of freight transport, applicable also in the tourist zones, which allow the reduction or elimination of negative effects of traffic. Infrastructure solutions supporting mobility management and objectives of the course include understanding the connection of the concept with a specific location which generates traffic flows (company, school, tourist attraction). At these locations the application of the "package" of mobility management solutions involves infrastructure (bike parking, tram station, shuttle service) that supports the application of the concept. (2, 3, 4)

Summarizing a more detailed description below, after passing the exam it is expected that the student will be able to:

1. Define and adequately interpret the concept of mobility management
2. Recognize potential benefits of mobility management implementation, in general and in the context of tourism (tourist mobility management) and tourist destinations
3. List and compare the strategies of mobility management
4. Explain the measures of mobility management, differentiating the "soft" from the "hard" measures (by function, implementation requirements and effects)
5. Identify the alternative modes of transportation (primarily: bicycle traffic, pedestrian traffic and public transportation), and describe the benefits of increasing their modal share, as well as the requirements of their implementation
6. Research the traffic system of an actual tourist destination in relation to its specifics, current state of traffic system and potential to implement mobility management measures
7. anticipate the effects of mobility management strategies implementation on changing the patterns of behavior in traffic, whether in form of reducing or eliminating the negative impacts of traffic in a destination

Forms of class conducting

- Lectures
- Seminars and workshops
- Individual assignments

Student obligations and their evaluation method (integration of learning outcomes, teaching methods and assessment)

| <i>Type of activity</i> | <i>ECTS</i> | <i>Learning</i> | <i>Student</i> | <i>Assessment</i> | <i>Credits</i> |
|-------------------------|-------------|-----------------|----------------|-------------------|----------------|
|-------------------------|-------------|-----------------|----------------|-------------------|----------------|



| | credits assigned to the activity | outcome | activity | method | (maximum per value) |
|---------------------|---|----------------|--|---|----------------------------|
| Class attending | 1,2 | 1- 7 | Attendance: >75% | Class attendance record | 0 |
| Class activity | | 1- 7 | Active participation in discussion in class/ replies to questions | 0-6 points based on the activity record sheet (during class) | 6 |
| Case study 1 | 0.1 | 1, 2, 6, 7 | Oral presentation of the studied case – in line with the given instruction | 0-5 points depending on the completeness of the presented study (structure aligned with the instructions given) | 5 |
| Case study 2 | 0.1 | 1, 2, 6, 7 | Oral presentation of the studied case – in line with the given instruction | 0-5 points depending on the completeness of the presented study (structure aligned with the instructions given) | 5 |
| Research assignment | 0.2 | 1, 2, 6, 7 | Writing and presenting the paper, discussion on the topic | Written part: 0-3 points, depending on the quality of the undertaken research | 3 |
| | | | | Oral part: 0-3 points, in line with the ability to make a cross-section of the two case studies, and to | 3 |

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|-----------------------------------|-----|------|-----------------------------------|---|-----|
| | | | | give concrete and applicable solutions for the identified issues (based on the range of good practice examples students need to research) | |
| Continuous tests (mid-term exams) | 0,9 | 1-7 | Preparation for the periodic test | 0-24 credits per mid-term exam, depending on the degree of accuracy | 48 |
| Final exam | 0,5 | 1- 7 | Preparation for the periodic test | 0-30 credits, depending on the degree of accuracy | 30 |
| Total ECTS credits | 3 | | | Total credits | 100 |

Notes and activity description

Class attendance is recorded continuously through the semester. Activity in class is regularly noted based on the participation in discussion or giving the wright answer to raised questions. The maximum points for the active participation is 6%. Points are distributed based on the highest score in the study group.

Mid-term exams and final exam are realized as scheduled by the Faculty. Both types of exam have 10 questions, of different type and difficulty level. Based on the number of correctly answered questions, and the difficulty level of each question, students could achieve maximal 24 points on mid-term, and 30 on final exam.

Case studies 1 and 2 are parts of the logical whole with the research assignment. Students make them individually, studying the chosen real example of the traffic system of a tourist destination. Case studies are presented orally and assess according to the quality of the presented material (structure of the presented study should be according to the instructions given). Each case study is graded with maximum 5%. Research assignment brings 6% in total, if through the oral and written part students demonstrate the ability to make a cross-section of the two realized case studies. Also, maximum number of points is achieved only in case the student is able to give concrete and applicable solutions for the identified issues (based on the range of good practice examples students need to research). The dates for the presentations and paper submission are agreed with the study group at the first lecture and become binding once those ae put on Lumens. Students cannot make the research assignment without previously finishing and presenting case studies.

Assessment system

The assessment and the evaluation of the students' work during class and at the final exam is carried out according to Student Assessment Regulations at the Faculty of Tourism and Hospitality Management

REFERENCES

Required references

1. Litman, Todd, *Mobility Management*, in *Sustainable Transport: A sourcebook for Policy-makers in Developing cities*, Module 2b, Deutsche Gesellschaft für Technische Zusammenarbeit, 2003.
2. Enoch, Marcus, *Sustainable Transport, Mobility Management and Travel Plans*, Ashgate Publishing Company, Surrey, 2011.

Additional references

1. Hall, Michael C., Le-Klähn, Dien-Trinh, and Ram, Yael, *Tourism, Public Transport and Sustainable Mobility*, Channel View Publications, Bristol, 2017.
2. Ison, Stephen and Rye, Tom (Eds.), *The Implementation and Effectiveness of Transport Demand Management Measures: An International Perspective*, Ashgate Publishing Limited, Hampshire, 2008.
3. Pooley, Colin, Jones, Tim, Tight, Miles, et al., *Promoting Walking And Cycling: New Perspectives on Sustainable Travel*, Policy Press, Bristol, 2013.

Course quality and performance control method

The quality of class is monitored according to the acts of the University in Rijeka. In the last weeks of class of the current semester, an anonymous survey will be carried out in order to let the students evaluate the quality of the classes held in this course.

EXAMINATION PERIOD DATES

Final exam (1st examination period)

Full-time study 4th February, at 12,00, hall 2

Final exam (2nd examination period)

Full-time study 18nd February 2018, at 12.00, hall 2

Final exam (3rd examination period)

Full-time study 2th September 2018, at 12.00, hall 2

ADDITIONAL COURSE INFORMATION

Informing students

Students receive information on course through the portal Lumens 5+ and Faculty web pages <https://www.fthm.uniri.hr/>.

Regular information is a student's personal responsibility.

CLASS SCHEDULE

FULL-TIME STUDY

The class will be held according to the following schedule:

lectures (L) **Tuesday, 11,00-12,30, hall 5**

Seminars (S) **Tuesday, 11,00-12,30, hall 5**

| R. br. | Datum | Vrsta nastave | Tema | Grupa | Izvoditelj |
|--------|------------|---------------|---|-------------------|------------|
| 1. | 2.10.2018. | L | Introductory lecture (information about the course and intro to the course content) | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Introductory information about case studies and research assignment | MUT/MUH /ORT/MAUT | N. Slavić |

| | | | (student obligation, instructions and clarification) | | |
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| 2. | 9.10.2018. | L | The concept and determinants of mobility management. | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting case study 1 | MUT/MUH /ORT/MAUT | N. Slavić |
| 3. | 16.10.2018. | L | Tourist mobility management/Managing tourist transportation demand. | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting case study 1 | MUT/MUH /ORT/MAUT | N. Slavić |
| 4. | 23.10.2018. | L | Mobility management strategies and measures. | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting case study 1 | MUT/MUH /ORT/MAUT | N. Slavić |
| 5. | 30.10.2018. | L | Alternative modes of transportation in tourist destinations. | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting case study 1 | MUT/MUH /ORT/MAUT | N. Slavić |
| 6. | 6.11.2016. | L | Efficient (more sustainable) personal vehicle use. | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting case study 2 | MUT/MUH /ORT/MAUT | N. Slavić |
| 7. | 13.11.2016. | L | Bicycle traffic and bicycle tourism. | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting case study 2 | MUT/MUH /ORT/MAUT | N. Slavić |
| 8. | 20.11.2016. | L | Bicycle traffic and bicycle tourism II. 1 st mid-term | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting case study 2 | MUT/MUH /ORT/MAUT | N. Slavić |
| 9. | 26.11.2016. | L | Pedestrian traffic i "pedestrian" tourism. | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting case study 2 | MUT/MUH /ORT/MAUT | N. Slavić |
| 10. | 4.12.2018. | L | Public transportation in tourist destinations. | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting research assignment | MUT/MUH /ORT/MAUT | N. Slavić |
| 11. | 11.12.2018. | L | Mobility management in an actual destination context: the specific features of transportation and tourism offer. | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting research assignment | MUT/MUH /ORT/MAUT | N. Slavić |
| 12. | 18.12.2018. | L | Tourism destination quality of traffic: the elements of traffic system in an actual destination. | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting research assignment | MUT/MUH /ORT/MAUT | N. Slavić |



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| 13. | 8.1.2019. | L | Tourism destination quality: global examples of best practice in implementing sustainable traffic solutions | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting research assignment | MUT/MUH /ORT/MAUT | N. Slavić |
| 14. | 15.1.2019. | L | Mobility management strategies and measures implemented to an actual tourism traffic system of a destination. | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting research assignment | MUT/MUH /ORT/MAUT | N. Slavić |
| 15. | 22.1.2019. | L | Mobility management strategies and measures implemented to an actual tourism traffic system of a destination II. 2 nd mid-term | MUT/MUH /ORT/MAUT | N. Slavić |
| | | S | Presenting research assignment | MUT/MUH /ORT/MAUT | N. Slavić |