



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Zdenko Cerović, Ph.D. Full Professor	
Name of the course	Management of Religious Events	
Study programme	Tourism Marketing	
Status of the course	Elective	
Year of study	1 st year	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. Course objectives		
<p>Defining the basis of management of religious events and norms in the tourist offer. To familiarize students with contemporary qualitative methods of monitoring manager's work results by business and social standards of religious events with emphasis on religious events in the Republic of Croatia in comparison with surrounding countries. The aim of the course is to encourage students for further learning about systems of special events in tourism and special motives of travel with review on religious motives. The emphasis is on learning about the structure of tourist expenditure and special features of management in religious motives.</p>		
2. Course enrolment requirements		
Defined by the study programme. The courses of the 1st semester should be accomplished.		
3. Expected learning outcomes		
<p>After finishing the course students will be competent to manage the tourist offer of special events and techniques in the management of religious events. Students will be able to follow the extension of the studies and perceive special and sometimes less important motives of travel, but very important in the whole Croatian tourist offer. Students will, in extension of the studies, master the material better and will be able to do their Final thesis better. They will encourage students and managers of special events, especially in religious and special events in DMO. Acquired knowledge will refer to planning, organizing, leading and controlling business processes in DMO I DMC which are closely related to religious programs and events.</p>		
4. Course content		
<p>Explain, define and set the baselines of religious tourism and religious motives of travel. The basis of spiritual life, motives of travel and the need for spiritual motives, leisure and travelling. The basis of motives of travel, structure of the tourist demand. Factors influencing the travels in religious facilities and on religious events. The relationship between the tourist offer and religious motives, DMO and DMC in the religious offer. Material and non-material heritage, architecture heritage, styles of architecture, management of maintaining religious facilities. Behaviour standards, management of religious events. Business standards – the precondition of business excellence, economic indicators of religious events excellence. Measuring and assessing the excellence of religious events and managing the sacral facilities. Organization culture, communication, behaviour standards in sacral facilities, standards of visiting sacral facilities and religious events.</p>		
5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship



	X fieldwork		<input type="checkbox"/> other				
6. Comments	The emphasis is on practical classes including the obligation to do benchmarking analysis of several companies, written in forms of seminar papers						
7. Student responsibilities							
Writing a seminar paper and its oral presentation in front of other students, doing homework with elements of cases from practice, attending lectures, active participation in the teaching process, Taking three preliminary exams, Final exam, Writing papers which contain real cases from practice.							
8. Monitoring of student work ¹							
Class attendance	1,2	Class participation		Seminar paper	0,4	Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project		Continuous assessment	0,9	Report		Practical work	
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
10. Mandatory literature (at the time of submission of study programme proposal)							
Cerović Z., Zanketić, P., „Menadžment vjerskih događaja“, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija 2014.							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
Vukonić B., „Turizam i religija“, Školska knjiga Zagreb, Zagreb 1990. Cerović Z., „Animacija u turizmu“, Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, Opatija 2008. Mazza C., „Turismo religioso“, EDB Bologna, Bologna 2007.							
12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.							

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.