

	<p style="text-align: center;">Department of Tourism and Communication Studies Culture and Tourism(Undergraduate Study Programme); Entrepreneurship in Culture and Tourism(Graduate Study Programme); Cultural and Natural Heritage in Tourism(Graduate Study Programme); Journalism and Public Relations(Graduate Study Programme)</p>
<p>Description of the study programme</p>	<p>The Department of Tourism and Communication Studies dates back to 1972. Bearing in mind the complexity and interdisciplinary nature of the phenomenon of tourism, the primary idea of the study in Zadar was to supply the tourist industry with such experts who had never been trained in Croatia before, and whose professional profile would be extended from the indispensable field of economy towards the fields of culture, pedagogy, communications and humanities. Upon implementation of the Bologna process, the Department has received accreditation from the Ministry to carry out an undergraduate study program of Culture and Tourism, and three graduate study programs: Entrepreneurship in Culture and Tourism; Cultural and Natural Heritage in Tourism; Journalism and Public Relations.</p> <p>Our vision is to recruit and develop the most promising students, and be the one of the best University's Departments benefiting our University, the city of Zadar and croatian society as a whole.</p> <p>The mission of our Department is the creation, dissemination and curation of knowledge, skills and academic excellence with aim to produce graduates that are fully equipped to achieve the highest personal and professional standards and to promote socioeconomic and cultural wellbeing of our communities.</p> <p>Department of Tourism and Communication Studies strives to create a flexible educational experience for students focused on tourism knowledge and skills, problem solving, leadership, communication, and interpersonal and intercultural skills.</p> <p>Our core subjects are key to education excellence of our students. The subjects like Academic Writing and Culture of Language, Travel Agencies and Tour Operators, Tourism Research, Tourism Management, Leisure Activities and Sociology of Tourism, Cultural Management, Valorisation and Protection of Cultural and Natural Heritage, Marketing, Business Communication, E-business, Sustainable Tourism, Cultural Tourism, Intercultural Communication, Public Relations, Semiotics, Destination Management, Mass Media Communication, Psychology of Communication, Contemporary Journalism, Entrepreneurship in Tourism, Microeconomics, Urban Tourism, Marketing in Culture and Tourism, are hallmarks of our academic excellence and of employability of our graduates. Another important distinctive feature of our Department is it's policy of multilingualism. We are strongly encouraging language learning by offering to our students at least two of following foreign languages: English, French, German and Italian.</p>
<p>Learning outcomes of the study programme</p>	<p>Learning outcomes acquired upon finishing the undergraduate study programme Culture and Tourism:</p> <p>(1) to analyse the behaviour of tourists, tourism workers and domicile people in the context of social and humanistic understanding of tourism; (2) to describe the positive and negative aspects of the connection between culture and tourism; (3) to apply information and communication technologies in improving business processes; (4) to apply statistical methods and packages in the implementation, analysis and interpretation of research results; (5) to apply standard academic procedures in finding and evaluating contemporary sources of knowledge and in presenting them in various written and oral methods; (6) to develop own plans of</p>

the professional career management in accordance with the needs of the business environment; (7) to analyse interdependence of social, humanistic and economic functions of tourism; (8) to understand social, political and cultural historical importance of the Republic of Croatia in European and global contexts; (9) to analyse the behaviour of individuals, businesses subjects, markets and the state in a modern economy, and in this context to understand the emergence of tourism and new tourism trends; (10) to assess the implementation of Croatian cultural, historical and natural heritage in the development of tourism; (11) to understand modern media and communication environment and critically assess media and communication facilities and relationships; (12) to introduce and popularize modern trends in the field of culture and tourism to professional and non professional circles on the basis of research results; (13) to apply appropriate communication skills through teamwork and communication with clients and colleagues, including the ability to communicate professionally in various foreign languages; (14) to plan the process of lifelong personal and professional development; (15) to apply ethical principles, legislation and standards that are used in the field of culture and tourism

Learning outcomes acquired upon finishing the graduate study programme Cultural and Natural Heritage in Tourism:

(1) to define the fundamental concepts of cultural heritage in contemporary society; (2) to identify parts of different cultures and cultural communities in given space and time; (3) to describe different ecosystems and recognise their uniqueness at micro and macro locations; (4) to explain basic features of tourism as an interdisciplinary phenomenon; (5) to evaluate positive and negative impacts of tourism on cultural and natural heritage; (6) to give examples of acquired content and concepts in croatian cultural and natural surroundings; (7) to valorize and to compare Croatian historical and cultural heritage with the world heritage; (8) to indicate the attractiveness of certain parts of the Croatian cultural heritage in the context of tourism; (9) to evaluate and, if necessary, modify the existing methods of evaluation and presentation of cultural heritage to the tourism market; (10) to design sustainable development programmes of a tourist destination as a balance of human needs and protection of all included heritage; (11) to explain to the local community the need of developing awareness of the preservation of cultural heritage; (12) to adapt the presentation of the national heritage to cultural and age diversities of tourist clientele; (13) to single out examples of good practice in the evaluation and presentation of global cultural heritage; (14) to apply foreign examples of good practice to the local cultural environment

Learning outcomes and competencies acquired upon finishing the graduate study programme Journalisme and Public Relations:

(1) to identify and categorize the basic stages of development of global and local journalism in the historical, socio - political and cultural context; (2) to recognise, describe and compare certain media and journalism genres and their implementation in the journal profession; (3) to evaluate options of different business models in journalism; (4) to implement the method of information and communication management with support of information - communication technologies; (5) to analyse and evaluate the effectiveness of the introduction and use of information and communication systems in resolving specific problem domains in the field of journalism and public relations; (6) to assess the need for strategic communication using different media and to develop appropriate tools in approaching the targeted public; (7) to analyse the needs of e-business and application of its concepts; (8) to present and popularize contemporary trends in

	<p>journalism and public relations in professional and unprofessional spheres; (9) to evaluate critically the usage of ethic and professional standards in journalism and public relations; (10) to use at least two foreign languages through spoken and written production and interaction at the C1 level, with the use of general and specific vocabulary in the fields of media and public relations</p> <p>Learning outcomes and competencies acquired upon finishing the graduate study programme Entrepreneurship in Culture and Tourism:</p> <p>(1) to analyze and identify global and national market conditions and predict future events in the tourism market; (2) to identify, evaluate and select optimal business opportunities in given market conditions; (3) to develop a financial mindset of each individual in order to obtain the optimal combination of sources of corporate financing; (4) to identify, classify and compare important factors in macro-environment; (5) to develop a business plan, calculate the budget and present a selected business idea; (6) to select personnel for the team, to connect them into a quality team to achieve synergistic effects while effectively resolving conflict in teams; (7) to calculate and interpret business results of entrepreneurial projects, or the entire enterprise; (8) to design and present the appropriate destination marketing; (9) to associate the use of various communication and information methods and tools in order to achieve successfully integrated marketing communications in tourism and culture; (10) to design and organize fundraising; (11) to organize and carry out a project related to culture and tourism in the local community; (12) to communicate and present their ideas in at least two foreign languages; (13) to interpret and use knowledge about a socially responsible business activity; (14) to identify environmental problems arising from the development of tourism and define solutions for sustainable development; (15) to identify, evaluate and recommend specific forms of tourism appropriate for a particular area; (16) to defend positions when selecting business ideas planned to be implemented in a business venture; (17) to formulate a research question and hypothesis, to set, select and develop a research methodology, to conduct scientific research, and to process research results in order to draw and defend conclusions</p>						
List of courses offered in a foreign language in winter term (by semesters)	Public Relations Basics (Undergraduate Programme) Semiotics (Graduate Programme) Cultural Tourism (Graduate Programme) Urban Tourism (Graduate Programme)						
List of courses offered in a foreign language in summer term (by semesters)	Sociology of Tourism (Undergraduate Programme) Semiotics of Advertising (Graduate Programme)						
Description of the courses offered in a foreign language							
Name of the course	Semiotics (Graduate Programme)						
Number of ECTS credits	5	Manner of implementation of the study programme	L 15	E 0	S 30	Semester Winter Semester	
Description of the course	The general objective of the course is to introduce the students with basic notions of semiotics as one of the basic disciplines of communication science, which examines and interprets signs and messages transmitted by signs. The						

	particular aim for the students is to gain the ability of contextual understanding of signs and sign systems through the application of semiotic analysis on the required corpus or single message, bearing in mind dominantly mass media as a form, but also as the content of the message.						
Learning outcomes of the course	Learning outcomes of the course are: (1) Identify the message as a semiotic text and individual signifiers within the text; (2) Implement appropriate syntagmatic and paradigmatic analysis of signifiers (commutations test, binary oppositions, etc.); (3) Analyze contextual and intertextual relations present in the message; (4) Uncover ideological codes in the text and critically evaluate them; (5) Synthesize metaphorical and metonymical conceptual pairs and create own ones according to the same model.						
Description of the courses offered in a foreign language							
Name of the course	Semiotics of Advertising (Graduate Programme)						
Number of ECTS credits	5	Manner of implementation of the study programme	L 15	E 0	S 15	Semester Summer Semester	
Description of the course	The aim of the course is to introduce students to semiotics as a general theory of signs and to the basic notions of structural and social semiotics in order to be able to apply them to the analysis of various types of semiotic texts in the domain of advertising. Taking into consideration all aspects of the sign as a component of codes and messages and its structural quality realized through syntagmatic and paradigmatic relation and all other connotative and intertextual relations generated through advertisements, the special objective for the students is to gain additional capabilities of creating their own ideas in advertising.						
Learning outcomes of the course	Learning outcomes of the course are: (1) to identify a message as a semiotic text and particular signifiers within the text; (2) to carry out a syntagmatic and paradigmatic analysis of signifiers; (3) to analyse intertextual relation present in the message; (4) to discover various codes within the text and to evaluate them critically; (5) to synthesise metaphorical conceptual pairs through the analysis of particular examples to create their own ones; (6) to evaluate the quality of promotional messages in relation to their objectives						
Description of the courses offered in a foreign language							
Name of the course	Cultural Tourism (Graduate Programme)						
Number of ECTS credits	5	Manner of implementation of the study programme	L 15	E 0	S 30	Semester Winter Semester	
Description of the course	This course introduces students to the basic theoretical and practical issues of cultural tourism as a specific form of tourism trips motivated by visiting and touring the tangible and intangible cultural heritage of specific tourist destination with an aim view to acquire new information, knowledge and experience derived from individual cultural needs. The scientific analysis of natural phenomena of culture and tourism gives special attention to the process of socio-economic growth and development changes in the macro and micro level of spatial and temporal environments. During the active monitoring of the course, students gain personal knowledge and experience which relates to the socio-economic and cultural aspects including planning, development, management of cultural tourism as well as the benefits and consequences of the development of cultural						

	tourism.						
Learning outcomes of the course	Learning outcomes of the course are: (1) to be able to explain in your own words the basic characteristics of cultural tourism supporting it by an example; (2) to demonstrate that sustainable development and management of cultural tourism can be interpreted in the scientific and analytical way; (3) to categorize elements of the urban context and to demonstrate the internal and external factors that can support or stop the development of cultural tourism in a particular spatial and temporal context; (4) to identify key positive and negative aspects that cultural tourism brings with abstraction and separation of essential from non-essential and non-essential from irrelevant elements; (5) to form a hypothesis about the strategic goals of cultural tourism and to suggest tactics for achieving the proposed strategy; (6) to evaluate the way cultural tourism can be a sustainable development paradigm for a specific cultural environment at the macro and micro level; (7) to conclude and support by arguments the role and importance of cultural tourism in a particular development context with a critical analysis of different temporal and spatial framework that defines the current level and quality of cultural tourism.						
Description of the courses offered in a foreign language							
Name of the course	Urban Tourism (Graduate Programme)						
Number of ECTS credits	5	Manner of implementation of the study programme	L 15	E 0	S 30	Semester Winter Semester	
Description of the course	This course introduces students to the basic theoretical and practical issues related to the development and functioning of urban tourism. Within the scientific analysis of natural phenomenon of urban tourism, special attention is directed to the process of socio-economic growth and development changes in the macro and micro level of spatial and temporal environment. During the active monitoring of the course, students gain personal knowledge and experience related to the growing influence of urban space and living in the city and the economic and socio-cultural aspects that entails planning, development and management of all aspects of urban tourism.						
Learning outcomes of the course	Learning outcomes of the course are: (1) to be able to explain in your own words the basic characteristics of urban tourism supporting it by an example; (2) to demonstrate that sustainable development and management of urban tourism can be interpreted in the scientific and analytical way; (3) to categorize elements of the urban context and to demonstrate internal and external factors that can support or stop the development of urban tourism in a particular spatial and temporal context; (4) to identify key positive and negative aspects that urban tourism brings with abstraction and separation of essential from non-essential and non-essential from irrelevant elements; (5) to form a hypothesis about the strategic goals of urban tourism and to suggest tactics for achieving the proposed strategy; (6) to evaluate the way urban tourism can be a sustainable development paradigm for a specific urban environment; (7) to conclude and support by arguments the role and importance of urban tourism in a particular development context with a critical analysis of different temporal and spatial framework that defines the current level and quality of cultural tourism.						
Description of the courses offered in a foreign language							
Name of the course	Public Relations Basics (Undergraduate Programme)						

Number of ECTS credits	4	Manner of implementation of the study programme	L 15	E 0	S 15	Semester Winter Semester	
Description of the course	Theoretical and practical aspects of public relations and their application						
Learning outcomes of the course	Learning outcomes of the course are: (1) to identify basic theoretical and methodological knowledge in public relations; (2) to distinguish the specificities of PR communication in relation to the other forms of communication; (3) to interpret the contemporary communication processes in the world of public relations; (4) to critically analyse the application of PR tools; (5) to synthesize the basic definitions of PR communication and build the theoretical model on own examples.						
Description of the courses offered in a foreign language							
Name of the course	Sociology of Tourism (Undergraduate Programme)						
Number of ECTS credits	4	Manner of implementation of the study programme	L 15	E 0	S 30	Semester Summer Semester	
Description of the course	To provide students with general knowledge in the field of free time and leisure, as well as with general and specific knowledge of the sociology of tourism which they will use in their future work thus being able to decide on strategies and tactics within the tourism system in a competent and professional way. Sociology of tourism is postmodern paradigm whose main objective is to profile and create knowledge, skills and all necessary outcomes that will enable students to fully understand fundamentals of tourism system and its costs and benefits for the society.						
Learning outcomes of the course	Learning outcomes of the course are: (1) to identify and explain the phenomenology of work, free time and leisure; (2) to illustrate the basic elements of serious leisure and compare quality outcomes serious with sporadic leisure; (3) to analyze the structure and functioning of the tourism system; (4) to propose optimal level of mass, sustainable and creative tourism; (5) to classify positive and negative socio-economic aspects of tourism; (6) to emphasize the positive aspects of tourism as intercultural interaction paradigm of the 21st century; (7) to evaluate the significance of the marker in the creation of tourist experiences; (8) to describe the relationship between tourism, simulacra and hyperrealism; (9) to assess the impact of tourism on the macro and micro level; (10) to combine the knowledge of sociology of tourism with the aim of optimizing the acquired knowledge, skills and experiences on tourism; (11) to plan, organize and control the strategic and tactical actions necessary for branding a tourist destination, products and services; (12) to interpret and identify the tourist needs and motives; (13) to choose and interpret the optimal strategy for creating memorable tourist experience; (14) to specify priorities of regional and local tourism development.						

The form should be filled out in English and/or other languages that the courses offered in Erasmus programme implement