

## DEPARTMENT OF TOURISM AND COMMUNICATION STUDIES

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### **ABOUT US:**

The Department of Tourism and Communication Studies dates back to 1972, when the former Teacher Training College in Zadar (as part of the former Faculty of Arts) established a two-year study program of tourism in the field of humanities with two courses: Tourism Culture and Selective Tourism. 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. Based on these benchmarks, in 1994 was launched a four-year university course in Culture and Tourism at the same name department, which, upon graduation, provided to its students the academic title of Bachelor in Tourism Communication. As a result of cooperation with the Universities of Zagreb and Maribor, in 2001 the Department launched the Postgraduate Master's and Doctoral program in information sciences. After the establishment of the University of Zadar in 2003, the Department changes its name into the Department of Information and Communication Studies, which after the reform of higher education system in 2005 and the introduction of new study programs in 2009 has been operating under the new and current name. 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 four graduate study programs: Entrepreneurship in Culture and Tourism for the professional title of Master of Economics; Cultural Heritage and Tourism, Journalism and Public Relations and the Ecology in Culture and Tourism, with the same name professional master's titles. In the academic year 2013/14 the graduate study programmes was changed and currently the Department is authorised to carry out three graduate study programmes: Entrepreneurship in Culture and Tourism; Cultural and Natural Heritage in Tourism; Journalism and Public Relations. In cooperation with the Faculty of Philosophy in Zagreb and its pertaining Department of Information Sciences as a holder, a new doctoral program in information and communication sciences was launched in 2010 with the Department as a partner institution. From 2002 to 2004 the Department participated as a partner in an international Tempus project "Champions of Entrepreneurship" in cooperation with Levon Institute from Finland, ISTUD Institute from Italy and Centre for

Entrepreneurship of the Zadar County, which later produced the above mentioned graduate study program in entrepreneurship. In addition, the Department has been organizing various educational tours for its students for years, which includes visits to trade fairs, agencies and tourist board offices and, furthermore, has established regular contacts with a number of related departments and research institutions at home and abroad. So far, visits have been organized to London (2002), Salzburg, Vienna and Munich (2005), Amsterdam, Paris, Brussels and Cologne (2006), Dublin (2007), Berlin (2008), Edinburgh (2009) and Milan (2009). In the same period, the Department has organized five international scientific conferences which resulted in conference proceedings: *Kraglski Dalmatin - 200 Years of Zadar and Croatian Journalism in a European Context* (2006); *Media and Tourism* (2009) and in cooperation with the University of Klagenfurt: *4th Symposium on European Issues "What Will Be? Analysis and Visions for Europe"*; *Pilgrimage and Sacred Places in Eastern Europe* (2012); *Myths of Tourism* (2013).

## STUDY PROGRAMMES

### Undergraduate university study programme of Culture and Tourism (single major, full time and part time)

**Duration of the study:** 6 semesters.

**Admission requirements:** Completed four-year high school and passed the state graduation exam. Completed four-year high school and passed the entrance exam for students older than 25.

**Competencies acquired upon finishing the study programme:**

- to analyse the behaviour of tourists, tourism workers and domicile people in the context of social and humanistic understanding of tourism
- to describe the positive and negative aspects of the connection between culture and tourism
- to apply information and communication technologies in improving business processes
- to apply statistical methods and packages in the implementation, analysis and interpretation of research results
- to apply standard academic procedures in finding and evaluating contemporary sources of knowledge and in presenting them in various written and oral methods.
- to develop own plans of the professional career management in accordance with the needs of the business environment
- to analyse interdependence of social, humanistic and economic functions of tourism
- to understand social, political and cultural historical importance of the Republic of Croatia in European and global contexts
- 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
- to assess the implementation of Croatian cultural, historical and natural heritage in the development of tourism
- to understand modern media and communication environment and critically assess media and communication facilities and relationships
- 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
- to apply appropriate communication skills through teamwork and communication with clients and colleagues, including the ability to communicate professionally in various foreign languages
- to plan the process of lifelong personal and professional development
- to apply ethical principles, legislation and standards that are used in the field of culture and tourism

**Professional title acquired upon finishing the study programme:** Bachelor (*baccalaureus*) in Culture and Tourism.

**Course list by semesters:**

Course unit code	I SEMESTER	Status	Hours per			ECT S
			L	S	E	
IKP103	General Cultural History and Tourism	0	15	30	0.0	4.0
IKP101	Fundamentals of Informatics	0	15	0.0	30	4.0
IKP104	Social Psychology	0	15	15	0.0	3.0
IKP110	Academic Writing and Culture of Language	0	15	15	15	4.0
IKP120	Introduction to Communication Studies	0	15	15	0.0	3.0
IKP121	Principles of Economics	0	30	30	0.0	5.0
IKP111	English Language I	0	15	0.0	30	0.0
IKP114	French Language I	0	15	0.0	30	0.0
IKP113	German Language I	0	15	0.0	30	0.0
IKP112	Italian Language I	0	15	0.0	30	0.0
IKP007	Event Management in Tourism	E	15	15	0.0	3.0
IKP011	English Language 1	E	15	0.0	30	0.0
IKP014	French Language 1	E	15	0.0	30	0.0
IKP013	German Language 1	E	15	0.0	30	0.0
IKP012	Italian Language 1	E	15	0.0	30	0.0
	<b>II SEMESTER</b>					
IKP123	Fundamentals of Statistics	0	15	15	15	4.0
IKP107	Tourism Geography	0	15	15	0.0	3.0
IKP122	Introduction to Tourism	0	30	15	0.0	5.0
IKP124	Introduction to Tourism Culture	0	15	15	0.0	3.0
IKP009	Media Literacy	0	15	15	0.0	3.0
IKP111	English Language I	0	15	0.0	30	8.0
IKP114	French Language I	0	15	0.0	30	8.0
IKP113	German Language I	0	15	0.0	30	8.0
IKP112	Italian Language I	0	15	0.0	30	8.0
IKP008	Tourism and Globalisation	E	15	15	0.0	3.0
IKP011	English Language 1	E	15	0.0	30	8.0
IKP014	French Language 1	E	15	0.0	30	8.0
IKP013	German Language 1	E	15	0.0	30	8.0
IKP012	Italian Language 1	E	15	0.0	30	8.0
	<b>III SEMESTER</b>					
IKP207	Travel Agencies and Tour Operators	0	15	15	0.0	4.0

IKP210	Fundamentals of Public Relations	0	15	15	0.0	4.0
IKP201	Ecology	0	15	30	0.0	4.0
IKP209	Leisure Activities and Sociology of	0	30	30	0.0	4.0
IKP208	Culture and Tourism Legislation	0	15	15	0.0	3.0
IKP205	Tourism Management	0	15	15	0.0	4.0
IKP211	English Language II	0	15	0.0	30	0.0
IKP214	French Language II	0	15	0.0	30	0.0
IKP213	German Language II	0	15	0.0	30	0.0
IKP212	Italian Language II	0	15	0.0	30	0.0
IKP026	Entertainment in Tourism	E	15	15	0.0	3.0
IKP027	Fundamentals of Education	E	15	15	0.0	3.0
IKP021	English Language 2	E	15	0.0	30	0.0
IKP024	French Language 2	E	15	0.0	30	0.0
IKP023	German Language 2	E	15	0.0	30	0.0
IKP022	Italian Language 2	E	15	0.0	30	0.0
	<b>IV SEMESTER</b>					
IKP202	Business of Catering and Hotel	0	15	15	0.0	3.0
IKP203	Croatian History and Tourism	0	15	30	0.0	4.0
IKP204	Tourism Research	0	15	15	15	4.0
IKP200	Organisation of Cultural Events	0	15	15	0.0	3.0
IKP206	Cultural Management	0	15	15	0.0	4.0
IKP211	English Language II	0	15	0.0	30	8.0
IKP214	French Language II	0	15	0.0	30	8.0
IKP213	German Language II	0	15	0.0	30	8.0
IKP212	Italian Language II	0	15	0.0	30	8.0
IKP025	Introduction to Ethics	E	15	15	0.0	3.0
IKP030	Communication Skills in Tourism	E	15	15	0.0	3.0
IKP021	English Language 2	E	15	0.0	30	8.0
IKP024	French Language 2	E	15	0.0	30	8.0
IKP023	German Language 2	E	15	0.0	30	8.0
IKP022	Italian Language 2	E	15	0.0	30	8.0
	<b>V SEMESTER</b>					
IKP303	Valorisation and Protection of Cultural and Natural Heritage	0	15	15	0.0	0.0
IKP304	Marketing	0	30	30	0.0	6.0
IKP321	Business Communication	0	15	30	0.0	4.0
IKP308	E-business	0	15	15	0.0	3.0
IKP301	Communication in Culture and Tourism	0	15	30	0.0	4.0
IKP311	English Language III	0	15	0.0	30	0.0
IKP314	French Language III	0	15	0.0	30	0.0
IKP313	German Language III	0	15	0.0	30	0.0

IKP312	Italian Language III	O	15	0.0	30	0.0
IKP035	Transport in the Function of Tourism	E	15	15	0.0	3.0
IKP036	Fundamentals of Mathematics	E	15	15	0.0	3.0
IKP031	English Language 3	E	15	0.0	30	0.0
IKP034	French Language 3	E	15	0.0	30	0.0
IKP033	German Language 3	E	15	0.0	30	0.0
IKP032	Italian Language 3	E	15	0.0	30	0.0
	<b>VI SEMESTER</b>					
IKP303	Valorisation and Protection of Cultural and Natural Heritage	O	15	15	15	6.0
IKP306	Professional Practice	O	15	0.0	0.0	3.0
IKP309	Promotional Activities in Culture	O	15	15	0.0	4.0
IKP322	Special Interest Tourism	O	15	30	0.0	5.0
IKP399	Final Paper	O	0	0.0	0.0	6.0
IKP311	English Language III	O	15	0.0	30	8.0
IKP314	French Language III	O	15	0.0	30	8.0
IKP313	German Language III	O	15	0.0	30	8.0
IKP312	Italian Language III	O	15	0.0	30	8.0
IKP038	Organization of Recreation Activities	E	15	15	0.0	3.0
IKP031	English Language 3	E	15	0.0	30	8.0
IKP034	French Language 3	E	15	0.0	30	8.0
IKP033	German Language 3	E	15	0.0	30	8.0
IKP032	Italian Language 3	E	15	0.0	30	8.0



## Graduate university study programme of Cultural and Natural Heritage in Tourism (single major, full time and part time)

**Duration of the study:** 4 semesters.

**Admission requirements:** completed undergraduate study programme of Culture and Tourism or a related programme with supplemental exams

### **Competencies acquired upon finishing the study programme:**

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

**Professional title acquired upon finishing the study programme:** Master of Cultural and Natural Heritage in Tourism.

**Course list by semesters:**

Course unit code	I SEMESTER	Status	Hours per			ECT S
			L	S	E	
IKB402	Cultural History and Tourism	0	15	30	0	5.0
IKB403	Research Methodology	0	15	15	30	6.0
IKB404	Museology	0	15	30	0.0	5.0
IKB409	Sustainable Tourism	0	15	30	0.0	5.0
IKB401	Ecology and Natural Heritage	0	15	30	0.0	5.0
IKB411	English for Specific Purposes	0	15	15	15	0.0
IKB413	German for Specific Purposes	0	15	15	15	0.0
IKB414	French for Specific Purposes	0	15	15	15	0.0
IKB 412	Italian for Specific Purposes	0	15	15	15	0.0
IKB483	Journalism Ethics	E	15	30	0.0	5.0
IKB484	Archivistics	E	15	30	0.0	5.0
IKB481	Urban Tourism	E	15	30	0.0	5.0
IKB485	Entrepreneurship in Tourism	E	15	15	0.0	5.0
IKB411	English for Specific Purposes	E	15	15	15	0.0
IKB413	German for Specific Purposes	E	15	15	15	0.0
IKB414	French for Specific Purposes	E	15	15	15	0.0
IKB412	Italian for Specific Purposes	E	15	15	15	0.0
	<b>II SEMESTER</b>					
IKB407	Croatian Cultural History and Tourism	0	15	30	0.0	5.0
IKB408	Environmental Legislation	0	15	15	0.0	5.0
IKB405	Cultural Heritage and Tourism	0	15	15	0.0	4.0
IKB406	Traditional Culture in Tourism	0	15	15	0.0	5.0
IKB411	English for Specific Purposes	0	15	15	15	5.0
IKB413	German for Specific Purposes	0	15	15	15	5.0
IKB414	French for Specific Purposes	0	15	15	15	5.0
IKB412	Italian for Specific Purposes	0	15	15	15	5.0
IKB489	Entrepreneurship in Culture	E	15	15	0.0	5.0
IKB411	English for Specific Purposes	E	15	15	15	5.0
IKB413	German for Specific Purposes	E	15	15	15	5.0
IKB414	French for Specific Purposes	E	15	15	15	5.0
IKB412	Italian for Specific Purposes	E	15	15	15	5.0
	<b>III SEMESTER</b>					
IKB503	Coastal, Sea and Subsea Ecology	0	15	30	0.0	5.0
IKB505	Agro ecology and Agro tourism	0	15	30	0.0	5.0
IKB502	Cultural Tourism	0	15	30	0.0	5.0
IKB501	Intercultural Communication	0	15	30	0.0	5.0
IKB504	Environmental Economics	0	15	15	0.0	5.0

IKB582	Marketing in Culture and Tourism	E	15	30	0.0	5.0
IKB585	Public Relations	E	15	30	0.0	5.0
IKB586	Semiotics	E	15	30	0.0	5.0
IKB586	Destination Management	E	15	15	0.0	5.0
IKB592	Gastro Culture	E	15	15	0.0	5.0
<b>IV SEMESTER</b>						
IKB506	Plant and Animal World in the Function of	O	15	30	0.0	5.0
IKB599	M.A. Thesis	O	0.0	0.0	0.0	25.0
IKB589	ICT in Tourism	E	15	15	0.0	5.0
IKB583	Information Systems	E	15	0.0	30	5.0
IKB591	Advertising Semiotics	E	15	30	0.0	5.0

## Graduate university study programme of Journalism and Public Relations (single major, full time and part time)

**Duration of the study:** 4 semesters.

**Admission requirements:** completed undergraduate study programme of Culture and Tourism or a related programme with supplemental exams.

### Competencies acquired upon finishing the study programme of Journalism and Public Relations:

- to identify and categorize the basic stages of development of global and local journalism in the historical, socio - political and cultural context.
- to recognise, describe and compare certain media and journalism genres and their implementation in the journal profession
- to evaluate options of different business models in journalism
- to implement the method of information and communication management with support of information - communication technologies
- 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
- to assess the need for strategic communication using different media and to develop appropriate tools in approaching the targeted public
- to analyse the needs of e-business and application of its concepts
- to present and popularize contemporary trends in journalism and public relations in professional and unprofessional spheres
- to evaluate critically the usage of ethic and professional standards in journalism and public relations
- 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

**Professional title acquired upon finishing the study programme:** Master of Journalism and Public Relations.

### Course list by semesters:

Course unit code	I SEMESTER	Status	Hours per			ECT S
			L	S	E	
IKN403	Research Methodology	0	15	15	30	6.0
IKN404	Media Genres	0	15	30	0.0	5.0
IKN402	Mass Media Communication	0	15	30	0.0	5.0
IKN405	Information Technologies and Media	0	15	15	0.0	4.0
IKN408	Journalism Ethics	0	15	30	0.0	5.0

IKN411	English for Specific Purposes	O	15	15	15	0.0
IKN414	French for Specific Purposes	O	15	15	15	0.0
IKN413	German for Specific Purposes	O	15	15	15	0.0
IKN412	Italian for Specific Purposes	O	15	15	15	0.0
IKN485	Archivistics	E	15	30	0.0	5.0
IKN486	Cultural History and Tourism	E	15	30	0.0	5.0
IKN481	Urban Tourism	E	15	30	0.0	5.0
IKN411	English for Specific Purposes	E	15	15	15	0.0
IKN414	French for Specific Purposes	E	15	15	15	0.0
IKN413	German for Specific Purposes	E	15	15	15	0.0
IKN412	Italian for Specific Purposes	E	15	15	15	0.0
<b>II SEMESTER</b>						
IKN401	History of Journalism	O	15	15	0.0	3.0
IKN407	Croatian Media Scene	O	15	30	0.0	5.0
IKN409	Psychology of Communication	O	15	15	0.0	5.0
IKN406	Contemporary Journalism	O	15	30	0.0	4.0
IKN410	Journalism Practise	O	0.0	0.0	45	3.0
IKN411	English for Specific Purposes	O	15	15	15	5.0
IKN414	French for Specific Purposes	O	15	15	15	5.0
IKN413	German for Specific Purposes	O	15	15	15	5.0
IKN412	Italian for Specific Purposes	O	15	15	15	5.0
IKN491	Croatian Cultural History and Tourism	E	15	30	0.0	5.0
IKN489	Entrepreneurship in Culture	E	15	15	0.0	5.0
IKN411	English for Specific Purposes	E	15	15	15	5.0
IKN414	French for Specific Purposes	E	15	15	15	5.0
IKN413	German for Specific Purposes	E	15	15	15	5.0
IKN412	Italian for Specific Purposes	E	15	15	15	5.0
<b>III SEMESTER</b>						
IKN501	Public Relations	O	15	30	0.0	5.0
IKN503	Electronic Media	O	15	30	0.0	5.0
IKN505	Media Legislation	O	15	30	0.0	5.0
IKN506	Semiotics	O	15	30	0.0	5.0
IKN502	Intercultural Communication	O	15	30	0.0	5.0
IKN586	Cultural Tourism	E	15	30	0.0	5.0
IKN588	Environmental Economics	E	15	15	0.0	5.0
IKN589	Marketing in Culture and Tourism	E	15	30	0.0	5.0
IKN590	Gastro Culture	E	15	15	0.0	5.0
IKN591	Destination Management	E	15	15	0.0	5.0
<b>IV SEMESTER</b>						
IKN599	M.A. Thesis	O	0.0	0.0	0.0	25.0
IKN504	Information Systems	O	15	0.0	30	5.0

IKN583	Advertising Semiotics	E	15	30	0.0	5.0
IKN587	ICT in Tourism	E	15	15	0.0	5.0

## Graduate university study programme of Entrepreneurship in Culture and Tourism (single major, full time and part time)

**Duration of the study:** 4 semesters.

**Admission requirements:** completed undergraduate study programme of Culture and Tourism or a related programme with supplemental exams

### **Competencies acquired upon finishing the study programme:**

- to analyse and identify global and national market conditions and predict future events in the tourism market
- to identify, evaluate and select optimal business opportunities in given market conditions
- to develop a financial mindset of each individual in order to obtain the optimal combination of sources of corporate financing
- to identify, classify and compare important factors in macro-environment
- to develop a business plan, calculate the budget and present a selected business idea
- to select personnel for the team, to connect them into a quality team to achieve synergistic effects while effectively resolving conflict in teams
- to calculate and interpret business results of entrepreneurial projects, or the entire enterprise
- to design and present the appropriate destination marketing
- to associate the use of various communication and information methods and tools in order to achieve successfully integrated marketing communications in tourism and culture
- to design and organize fundraising
- to organize and carry out a project related to culture and tourism in the local community
- to communicate and present their ideas in at least two foreign languages
- to interpret and use knowledge about a socially responsible business activity
- to identify environmental problems arising from the development of tourism and define solutions for sustainable development
- to identify, evaluate and recommend specific forms of tourism appropriate for a particular area
- to defend positions when selecting business ideas planned to be implemented in a business venture
- 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.

**Professional title acquired upon finishing the study programme:** Master of Economics

**Course list by semesters:**

Course unit code	I SEMESTER	Status	Hours per			ECT S
			L	S	E	
IKM403	Financial Management of Tourism	0	15	15	0.0	5.0
IKM406	Research Methodology	0	15	15	30	6.0
IKM401	Entrepreneurship in Tourism	0	15	15	0.0	5.0
IKM409	Applied Mathematics for Entrepreneurs	0	15	30	0.0	5.0
IKM405	Microeconomics	0	15	15	0.0	5.0
IKM411	English for Specific Purposes	0	15	15	15	0.0
IKM414	French for Specific Purposes	0	15	15	15	0.0
IKM413	German for Specific Purposes	0	15	15	15	0.0
IKM412	Italian for Specific Purposes	0	15	15	15	0.0
IKM484	Cultural History and Tourism	E	15	30	0.0	5.0
IKM481	Urban Tourism	E	15	30	0.0	5.0
IKM489	Sustainable Tourism	E	15	30	0.0	5.0
IKM411	English for Specific Purposes	E	15	15	15	0.0
IKM414	French for Specific Purposes	E	15	15	15	0.0
IKM413	German for Specific Purposes	E	15	15	15	0.0
IKM412	Italian for Specific Purposes	E	15	15	15	0.0
	<b>II SEMESTER</b>					
IKM407	Business Plan	0	15	15	15	5.0
IKM404	Human Resource Management	0	15	15	0.0	5.0
IKM402	Cultural Heritage and Tourism	0	15	15	0.0	4.0
IKM408	Entrepreneurship in Culture	0	15	15	0.0	5.0
IKM411	English for Specific Purposes	0	15	15	15	5.0
IKM414	French for Specific Purposes	0	15	15	15	5.0
IKM413	German for Specific Purposes	0	15	15	15	5.0
IKM412	Italian for Specific Purposes	0	15	15	15	5.0
IKM491	Croatian Cultural History and Tourism	E	15	30	0.0	5.0
IKM492	Psychology of Communication	E	15	15	0.0	5.0
IKM411	English for Specific Purposes	E	15	15	15	5.0
IKM414	French for Specific Purposes	E	15	15	15	5.0
IKM413	German for Specific Purposes	E	15	15	15	5.0
IKM412	Italian for Specific Purposes	E	15	15	15	5.0
	<b>III SEMESTER</b>					
IKM504	Entrepreneurial Accounting	0	15	30	0.0	5.0
IKM505	Destination Management	0	15	15	0.0	5.0
IKM506	Project Management	0	15	30	0.0	5.0
IKM502	Marketing in Culture and Tourism	0	15	30	0.0	5.0
IKM503	Public Finances	0	15	15	0.0	5.0



IKM581	Public Relations	E	15	30	0.0	5.0
IKM586	Semiotics	E	15	30	0.0	5.0
IKM582	Cultural Tourism	E	15	30	0.0	5.0
IKM588	Gastro Culture	E	15	15	0.0	5.0
	<b>IV SEMESTER</b>					
IKM507	ICT in Tourism	O	15	15	0.0	5.0
IMK599	M.A. Thesis	O	0.0	0.0	0.0	25.0
IKM590	Advertising Semiotics	E	15	30	0.0	5.0
IKM485	Plant and Animal World in the Function of	E	15	30	0.0	5.0
IKM583	Information Systems	E	15	0.0	30	5.0