

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Organizacija in upravljanje turističnih struktur
Course title: Tourism management

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Turizem, podiplomski magistrski študijski program II. stopnje	Poslovno-organizacijska in Družbeno-prostorska smer	1.	1.
Tourism, 2nd degree, master's degree study programme	Business-management and Socio-environmental course	1.	1.

Vrsta predmeta / Course type

obvezni / mandatory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30		15			135	6

**Jeziki /
Languages:**

**Predavanja /
Lectures:** slovenski / Slovene
Vaje / Tutorial: slovenski Slovene

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

/

Prerequisites:

/

Vsebina:

Tema 1:
vidiki fenomena organizacije
paradigmatska problematika: obrat na področju fenomena organizacije
glavni razvojni tokovi na področju organizacijske misli
princip samoorganizacije in njegova artikulacija v sodobnem svetu
značilnosti organiziranja v različnih pogojih organizacijskega delovanja
Tema 2:
cilji in kriteriji uspešnosti delovanja in obstoja združb
okolje in interorganizacijsko razmerje
determinante organiziranosti združb
indikatorji uspešnosti
Tema 3:
identifikacija organizacijskih funkcij
organizacijske strukture in modeli organiziranja
organizacijsko načrtovanje
organizacijski razvoj
Tema 4:
interorganizacijski pojavi
organizacijski položaj turistične dejavnosti

Content (Syllabus outline):

Topic 1:
aspects of the phenomenon of an organization
paradigmatic issues: the establishment of the phenomenon of organization
organizational development streams
principle of self-organization and its occurrence in the modern world
organizational characteristics in different organizational conditions
Topic 2:
objectives and performance criteria of organizations
Environment and inter-organizational relationship
determinants of company organization
performance indicators
Topic 3:
identification of organizational functions
organizational structures and models
planning
organizational development
Topic 4:
Inter-organizational phenomena
Tourism industry organizational situation
Changes in the organization
learning organization

organizacijske spremembe
učeča se organizacija
kvalitativne metode: raziskovalni procesi
organizacijskega vedenja, tehnike diagnosticiranja
in reševanja problemov, metoda modeliranja

Qualitative methods: research processes of
organizational behavior, diagnostic, problem solving
and the modeling method

Temeljni literatura in viri / Readings:

Osnovna:

- Stane Možina e tal (2002): MANAGEMENT-Nova znanja za uspeh (Založba Modera)
- Tavčar, I. M. (2008), Strateški management, Fakulteta za management UP
- Drucker, P. (2008), Management
- Robbins, Stephen P. (2004) *Organizational Behavior - Concepts, Controversies, Applications*. 4th Ed. Prentice Hall
- [Daniel Goleman](#) (2011): [Leadership: The Power of Emotional Intelligen](#) (More then sound publisher)
- Adizes, I., (1996). Obvladovanje sprememb. Gospodarski vestnik: Ljubljana.
- Peter Drucker (2006): *The Effective Executive* (Harper Business)
- Patrick Lencioni (2002): *The Five Dysfunctions of a Team* (Jossey-Bass)
- Jack Stack (2013): *The Great Game of Business: The Only Sensible Way to Run a Company* (Crown Business)
- Eliyahu M. Goldratt & Jeff Cox (2012): *The Goal: A Process of Ongoing Improvement* (North River Press)
- [Shawn Achor](#) (2010): *The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work* (Crown Business)
- Peter Drucker (2011): *The Essential Drucker (The Essential Drucker)*
- Simon Sinek (2013) [Leaders Eat Last: Why Some Teams Pull Together and Others Don't](#) (Penguin group)
- Burke, W.W. (2002). *Organization Change. theory and Practice, Foundations for organizational science*. California: Thousand Oaks.

- Dopolnilna: Joan Magretta (2002): *What Management Is* (Free Press)
- Arbing Institute (2002): *Leadership and Self Deception* (Berrett-Koehler Publishers)
- Warren G. Bennis (1989): *On Becoming a Leader* (Basic Books)
- Alexander Osterwalder & Yves Pigneur (2009): *Business Model Generation*
- Stephen M.R. Covey (2008): *The SPEED of TRUST: The One Thing That Changes Everything* (Simon&Shuster)
- L. David Marquet (2013): *Turn The Ship Around* (Portfolio)
- [Joseph Grenny](#) & [Kerry Patterson](#) (2013) *Influencer: The New Science of Leading Change* (McGraw-Hill Education),
- [John C. Maxwell](#) (2007): *The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You* (Thomas Nelson)

Dodatna:

- Mulej M. (2000) *Dialektična in druge mehkosistemske teorije: (podlage za celovitost in uspeh managementa)*, Ekonomsko-poslovna fakulteta, Univerza v Mariboru, Maribor;

- Hesselbein, F., et al. (2001). Leading for Innovation And Organizing for Results. San Francisco: Josey-Bass Publishers.
- Hesselbein, F., et al. (2002). On Leading Change: A Leader to Leader Guide. San Francisco: Josey-Bass Publishers.

Cilji in kompetence:

Namen in cilji predmeta:

Predmet seznanja študenta z novimi pogledi znanstvene misli na fenomen organizacije. Pod vplivom spremembe znanstvene paradigme ter systemske teorije v zadnjem času prihaja do novih pogledov na stvarnost in sicer takšnih, v katerih dobiva fenomen organizacije in managementa posebno mesto v naravi in družbi. V luči novih videnj in interpretacij sveta se kaže tradicionalno institucionalizirana organizacija le kot posebna raven organiziranosti; pojem organizacija pa preko principa samoorganizacije dobiva vseobsegajoč značaj in pomen. Paradigmatske novosti razkrivajo nove povezanosti področij znanstvene in strokovne misli, človeka, družbe in narave, ki same po sebi prinašajo nove utemeljitve za dialog med različnimi strokami, položaji in pogledi na svet.

V prvem sklopu študija organizacije zato predmet artikulira vsebino, ki poudarja navedene posebnosti. V drugem delu znanje o pojavnih značilnostih sodobnih organizacij prepletamo z znanji poslovnih sistemov in managementa ter navedene vsebine skozi evalvacijo akumuliranih znanj o pomenu organizacij, o funkcijah, strukturah, o notranje organizacijskih pojavih, pogojih preživetja, spreminjanju rasti in organizacijskega razvoja ter mesta in vloge organizacije soočimo s potrebnimi znanji za turizem.

V tretjem delu o organizaciji razpravljamo na systemski ravni, ter zaključimo predmet s projektno nalogo, ki inkorporira potrebno metodološko znanje s področja kvantitativnih in kvalitativnih metod raziskovanja.

Kompetence:

Posredovati poglobljena specifična managerska znanja, potrebna za vodenje poslovnih sistemov v turizmu.

Objectives and competences:

Aims and objectives of the course:

Students get scientific view on the phenomenon of organization. The recent change of scientific paradigm and system theory has come up with new views of reality, namely those in which the phenomenon of the organization and management is getting a special place in nature and society in general. New visions and interpretations of the reality, traditionally institutionalized organization is seen only as a special level of administration, but the concept of organization through the principle of self-organization receives a comprehensive character and importance.

Paradigmatic innovations reveal new areas of integration of scientific and technical thinking, which in itself brings a new argument for the dialogue between different disciplines, positions and views of the world.

In the first part of the study process the concept of organization is articulating the content of the course.

In the second part of the knowledge about the various features of modern organizations is intertwined with knowledge of business systems and management, and evaluation of that content through the accumulated knowledge about the importance of organization, its functions, and structures, organization of internal events, conditions, survival, growth, organizational change and development of applications and organizations.

In the third part there a discussing at the system level is conducted and the study process is concluded with the students' written report. This report includes the knowledge about quantitative and qualitative research methods.

Competencies:

Students will be armed with specific managerial skills needed to manage business systems in tourism.

Predvideni študijski rezultati:

Po opravljenih obveznostih bo študent poznal in razumel organizacijo in upravljanje v turističnih organizacijah s poudarkom na strukturah funkciji in procesih turističnega poslovanja in managementa.

Intended learning outcomes:

Upon completion, the student will gain the knowledge to understand organizing and management in tourist organizations, with emphasis on the structures, functions and processes of touristic operation management.

Metode poučevanja in učenja:

Learning and teaching methods:

Načini dela pri predmetu:
 Študija primera in zagovor projektne naloge.
 Preverbe teoretičnih konceptov v praksi in analiza dobrih praks so zajete v samostojnem delu študentov.

Povezanost z drugimi predmeti:
 Predmet spada v skupino obveznih predmetov, ki se medsebojno dopolnjujejo, povezuje pa jih predmet Metodologija in raziskovanje v turizmu. Predmet predstavlja podlago za nadaljnji študij na Poslovno organizacijski smeri programa Turizem.

Coursework: Case study and presentation of the project.

Connection with other courses:
 The course is closely connected with other courses on the master level, like Tourism methodology and research. Tourism management is the core course for further studies on the organizational direction of Business Tourism program

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<p>Obveznosti študentov: Izdelava in zagovor projektne naloge.</p> <p>Oblike preverjanja in ocenjevanja znanja: Spremljanje dela na projektni nalogi in ustni izpit.</p>	<p>Ustni ali pisni izpit 80%; in seminaraska/projektna naloga 20%</p>	<p>Students must actively participate in tutorials and seminars and successfully prepare a written report and make written or oral examination</p> <p>Forms of knowledge assessment: Constant monitoring of students preparing the written report and oral examination.</p>