

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Potovalne dejavnosti
Course title:	Travel industry

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Turizem, dodiplomski univerzitetni	/	2	1
Tourism, undergraduate, university study programme	/	2	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	15	/	120	6

Jeziki / Languages:	Predavanja / Lectures:	slovenski / Slovene
	Vaje / Tutorial:	slovenski / Slovene

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

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Prerequisites:

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Vsebina:

Uvod v potovalno dejavnost
Razvoj potovalne dejavnosti
Vloga potovalne dejavnosti v turizmu
Posebnosti potovalne dejavnosti

Okolje potovalne dejavnosti

Analiza trga in nosilcev potovalne- dejavnosti
- Značilnosti trga potovalne dejavnosti
Organizatorji potovanj
- Potovalne agencije
- Transakcijski stroški in asimetrične informacije v potovalni dejavnosti
- Soodvisnost členov verige ustvarjanja turističnega proizvoda
Vrste organizacij v potovalni dejavnosti
•Vloga organizatorjev potovanj na emitivnem trgu
•Vloga organizatorjev na receptivnem trgu
•Vloga posrednikov potovanj na emitivnem trgu

Content (Syllabus outline):

Introduction to travel industry
Travel industry development
The role of travel activities in tourism
Specifics of the travel industry

Travel industry environment

Analysis of the travel industry and its players
- Characteristics of the travel industry market
- Tour operators
- Travel agencies
- Transaction costs and asymmetric information in the travel industry
Interdependency of links in the tourism product supply chain

Types of organizations in the travel industry:
• The role of tour operators on emitive markets
• The role of the organizers of the receptive market
• The role of travel agents on emitive markets
• The role of service agencies in the emitting markets

•Vloga servisnih agencij na emitivnih trgih

Povezovanje v potovalni dejavnosti

- Načini koncentracije trga v potovalni dejavnosti
- Horizontalna integracija v potovalni dejavnosti
- Vertikalna integracija v potovalni dejavnosti
- Strateška zaveznitva v potovalni dejavnosti

Konkurenčnost v potovalni dejavnosti

Prodor tehnološkega napredka v potovalno dejavnost

- CRS in GDS
- Izločevanje posrednikov iz verige ustvarjanja turističnega proizvoda in vključevanje novih

Turistični paket

Oblikovanje cene turističnega paketa v potovalni dejavnosti

- Strategije oblikovanja cen v potovalni dejavnosti
- Osnove za oblikovanja cen v potovalni dejavnosti
- Kalkulacije cen v potovalni dejavnosti

Promocija turističnega paketa

Integration in the travel industry:

- Methods of market concentration in the travel business
- Horizontal integration in the travel business
- Vertical integration in the travel business
- Strategic alliances in the travel business

Competitiveness in the travel industry

Penetration of technological progress into the travel industry

- CRS and GDS
- Desintermediation and reintermediation

Tourism package

Pricing in the travel industry:

- pricing strategies in the travel industry
- Introduction to pricing in the travel industry
- Calculations of prices in the travel industry

Promotion of tourism packages

Temeljni literatura in viri / Readings:

Osnovna literatura:

Nemec Rudež H. (2013): Potovalna dejavnost v sodobnem okolju. Koper: UP .

Najnovejši izbrani članki s pdoročja potovalne dejavnosti.

Dopolnilna literatura:

•Čavlek, N. (2006) Travel and tourism intermediaries. V International Handbook on the Economics of Tourism (ur. Dwyer, L. e tal.)Massachusetts: Elgar.

•Freyer, W., Pompl, W., (1999). Reisebüro Management. R. Oldenburg Verlag: München

Cilji in kompetence:

a.Cilji:

- Študent/-ka se spozna z osnovami potovalne industrije (travel management). Natančna analiza strukture globalne potovalne industrije omogoči, da študent/- ka suvereno nadgrajuje svoje znanje na področju potovalne dejavnosti in turizma.
- Študent/ - ka ob koncu obvladuje specifik globalnega emitivnega in receptivnega potovalnega trga in se seznanj tudi s principi razvoja potovalne dejavnosti v prihodnje.

Objectives and competences:

Objectives:

- Students learn the basics of the travel industry (travel management). Detailed analysis of the structure of the global travel industry allows the students to independently upgrade His/her knowledge in the field of travel and tourism industry.
- Students are acquainted with the specifics of global emitive and receptive market for travel and the principles of the development of travel activities in the future.

b. Splošne kompetence:

- razvijanje komunikacijskih sposobnosti in spretnosti
- seznanitev z aplikativnimi raziskovalnimi metodami in postopki
- aplikacije teoretičnih dosežkov v prakso;
- vzgajanje zavezanosti profesionalni etiki;
- učenje odnosa do timskega dela in skupine

c. Predmetnospecifične kompetence:

- razumeti potovalno industrijo kot pomemben družbeni sistem
- kritično in suvereno razločevati razsežnosti turizma in potovalne industrije
- prepoznavati trende sodobne globalne potovalne dejavnosti
- prepoznavati internacionalne in multinacionalne razsežnosti potovalne industrije
- razumevati splošno organiziranost, interdisciplinarnost ter povezanost potovalnih organizacij

b. General competences:

- develop communication skills and abilities
- become familiar with applied research methods and procedures
- Application of theoretical developments in the law;
- Indoor and commitment to professional ethics;
- attitudes to learning teamwork and group

c. Subject-specific competencies:

- understand the travel industry as an important social system
- critically and confidently distinguish dimensions of tourism and travel industry
- identify trends in contemporary global business travel
- identify international and multinational dimension of the travel Industry
- understand the overall organization, interdisciplinary and integration of travel organizations

Predvideni študijski rezultati:

a. Znanje in razumevanje:

- Obvladovanje vsebin globalne potovalne industrije
- Spoznavanje specifik delovanja osnovnih potovalnih organizacij
- Aplikacija trendov na odnose v globalnem potovalnem sektorju
- Tehnike operacionalizacije teoretičnih izhodišč in aplikacija le-teh v prakso.

b. Uporaba:

- Vsebine predmeta so osnova za razumevanje kompleksnih procesov destinacijskega managementa
- Študent/- ka razume vpliv potovalnih organizacij na razvoj globalnega turizma
- Študent/-ka je sposoben kritično ocenjevati možnosti za razvoj potovalne dejavnosti izhajajoč iz danih virov
- Študent/-ka se spozna s specifikami potovalnih organizacij.

c. Refleksija:

- Posameznik/- ca bo sposoben kritično in razvojno analizirati globalno potovalno dejavnost in ob tem ustrezno razvijati stališča do položaja in konkurenčnosti slovenske potovalne dejavnosti. Učinki osvajanja področja so komplementarni drugim družboslovnim in managerskim predmetom s čimer posameznik zaokroža celostno obravnavanje razvoja potovalne dejavnosti v odnosu do razpoložljivih virov vplivnega območja.

Intended learning outcomes:

a. Knowledge and understanding:

- Managing the Global Travel Industry contents
- Getting to know the specifics of the basic travel organizations
- Application trends in relations in the global travel industry
- Techniques for the operationalization of the theoretical background and application thereof in practice.

b. Application:

- Contents of the course is the basis for understanding the complex processes of destination management
- Student understands the impact of travel organizations on the development of global tourism
- The student is able to critically evaluate options for the development of business travel resulting from the available resources
- Students is knowledgeable with features and specifics of travel organizations

c. Reflection:

- Students will be able to critically analyze the global development and travel activity, while appropriate to develop a position on the situation and competitiveness of Slovenian travel activities. Effects of conquering areas are complementary to other social and managerial object with which the student completes a holistic approach to the development of travel activities in relation to available resources impact area.

Metode poučevanja in učenja:

Learning and teaching methods:

<ul style="list-style-type: none"> • Predavanja • Seminarske vaje in laboratorijske vaje • Študije primerov <p>Predavanja se izvedejo v e-učilnici do 20% KU. Seminarske se do 75% KU lahko izvedejo v e-učilnici, laboratorijske vaje se do 75% KU lahko izvedejo v e-učilnici.</p> <p>Pogoji in viri</p> <p>Delitev na skupine:</p> <ul style="list-style-type: none"> •Vsak študent samostojno ali v skupini pripravi seminarsko nalogo ter izdelava poročila o drugih aktivnostih. •Pri izvedbi seminarских vaj obsegajo skupine do 30 študentov. <p>Potrebni materialni viri za izvedbo predmeta:</p> <ul style="list-style-type: none"> •Potrebna je standardna oprema predavalnice (tabla, projektor, računalnik...). 	<ul style="list-style-type: none"> • Lectures • Tutorials and laboratory work • Case studies <p>Lectures can be held in the form of e-work up to 20% of contact hours. Tutorials and laboratory work can be held in the form of e-work up to 75% of contact hours each.</p> <p>Conditions and Resources</p> <p>Split into groups:</p> <ul style="list-style-type: none"> • Each student individually or in a group seminar tasks and prepare a report on other activities. • The implementation of the Seminar include up to 30 students. <p>The necessary material resources for implementation of the object:</p> <ul style="list-style-type: none"> • There should be standard equipment lecture (whiteboard, projector, computer ...)
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • Pisni izpit • Izdelava in zagovor seminarskega dela 	100 % pisni izpit 100 % written exam	<ul style="list-style-type: none"> • Written exam • Elaboration and presentation of the seminar work