

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Zgodovina turizma
Course title:	History of tourism

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Dediščinski turizem, podiplomski magistrski študijski program II. stopnje	/	1.	1.
Heritage Tourism, 2nd degree, master's degree study programme	/	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:

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Prerequisites:

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Vsebina:

Predmet obravnava zgodovino modernega turizma skozi oblike, faze in dejavnike turističnega razvoja. Posebna pozornost je namenjena slovenskemu, alpskemu in jadranskemu prostoru, zlasti v seminarskem delu, kjer se posamezne vsebine poglobljajo s primeri iz slovenskih dežel in sosednjih regij.

Poglavitne teme:

- predzgodovina turizma – letovanja: rimski *otium*, vile in letovišča ter letovanja evropske aristokracije v novem veku;
- predzgodovina turizma – popotovanja: srednjeveške romarske poti, njihova organizacija in destinacije, ter *Grand Tour*, večletno izobraževalno potovanje;
- začetki modernega turizma v Angliji: termalna in morska letovišča ter sestavine modernega turizma;
- termalna in severnomorska letovišča v celinski Evropi ter sredozemske zimske destinacije v južni Franciji;
- prehod v sredozemsko letovanje in kopanje v morju;
- razvoj odnosa do narave in gora od prvih

Content (Syllabus outline):

The course deals with the history of modern tourism through forms, phases and factors of the development of tourism. Special attention is given to Slovenian, Alpine and Adriatic space, especially in the seminar work, where the individual contents are studied in depth through cases from the Slovenian and neighboring regions.

Main topics:

- ☐ prehistory of tourism - holidays: Roman *otium*, villas, resorts and holidays of the European aristocracy in the Early modern age;
- ☐ prehistory of tourism - a journey: the medieval pilgrimage routes, their organization and destinations, and the *Grand Tour*, a multi-year educational travel;
- ☐ beginnings of the modern tourism in England: thermal and sea resorts and elements of modern tourism;
- ☐ thermal and northern sea resorts in continental Europe and the Mediterranean winter destinations in southern France;
- ☐ transition to the Mediterranean holidays and bathing in the sea;

<p>vzponov do poletnega in zimskega turizma v Alpah ter naravnih parkov;</p> <ul style="list-style-type: none"> • razvoj turističnih storitev ter javna politika za razvoj turizma v 19. in v prvi polovici 20. stoletja; • konstante in dejavniki razvoja modernega turizma: vloga zdravnikov, nova prometna sredstva, rast dohodkov, prosti čas, urbanizacija, razvoj družbene dostopnosti, vloga javne uprave in zasebne iniciative, kultura in moda, življenjski cikel turistične destinacije; • nastop masovnega turizma in njegovi dejavniki: gospodarski razvoj, dvig dohodkov, pravica do dopusta, razvoj prometnih sredstev in turističnih storitev v 2. polovici 20. stoletja; • nastop evropskih mediteranskih destinacij masovnega turizma: Italija, Grčija, Jugoslavija, Španija; • vplivi turističnega razvoja na kulturo in na družbo; • kulturni turizem, turizem na podeželju in kulturna dediščina; <p>globalizacija turizma: nove potrebe turista in nove razsežnosti turizma</p>
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<ul style="list-style-type: none"> ☑ development of relations with nature and mountains, from the first ascents to the summer and winter tourism in the Alps and natural parks; ☑ development of tourist services and public policy for the development of tourism in the 19th and in the first half of the 20th Century; ☑ basics and factors of the development of modern tourism: the role of doctors, new means of transportation, growth of personal incomes, leisure time, urbanization, development of social accessibility, the role of public authorities and private initiatives, culture and fashion, the life cycle of tourist destinations; ☑ onset of mass tourism and its factors: economic development, raising of personal incomes, leave entitlements, development of transport and tourist services in the 2nd half of the 20th Century; ☐ appearance of European Mediterranean mass tourism destinations: Italy, Greece, Yugoslavia and Spain; ☑ effects of development of tourism on the culture and society; ☑ cultural tourism, rural tourism and cultural heritage; globalization of tourism: new needs of tourists and new dimension of tourism

Temeljni literatura in viri / Readings:

<p>Osnovna literatura / Basic literature:</p> <ul style="list-style-type: none"> - BATTILANI, Patrizia (2001): Vacanze di pochi, vacanze di tutti. L'evoluzione del turismo europeo. Bologna. - LEONARDI, Andrea – Heiss Hans (ur.) (2003): Tourismus und Entwicklung im Alpenraum / Turismo e sviluppo in area alpina. Innsbruck. - ROZMAN, Franc – LAZAREVIĆ, Žarko (ur.) (1996): Razvoj turizma v Sloveniji. Zbornik. Ljubljana. <p>Dopolnilna literatura / Additional literature:</p> <ul style="list-style-type: none"> - SOTTLER, Josip (1955): Razvoj organiziranega turizma v LR Sloveniji 1918-1952, 50 let TZS., - BLAŽEVIĆ, Ivan (1987): Povijest turizma Istre i Kvarnera. Opatija, Otokar Keršovani., - PUCER, A. (1985): Sprehod skozi čas-Portorož: 100 let organiziranega turizma. Ljubljana, Pak., - KRAŠEVEC, Tone (ur.) (1998): Pogled v zgodovino slovenskega podjetništva, Vrhnika, posebej prispevka: Olga, JANŠA-ZORN, Turistična dejavnost na Slovenskem do druge svetovne vojne, str. 177-205 in Jasna, FISCHER, Izgradnja gospodarske infrastrukture v Sloveniji do druge svetovne vojne, str. 30-47. - BAJUK SENČAR Tatiana (2005): Kultura turizma. Antropološki pogledi na razvoj Bohinja, Ljubljana.
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Cilji in kompetence:

<p><i>Cilji:</i></p> <p>Študentke in študenti se seznanijo z zgodovino turizma v Evropi in Sredozemlju do današnjega časa. Predmet obravnava razvoj različnih oblik turizma in širjenje njihove družbene dostopnosti. Poudarek je na turizmu kot gospodarski panogi in na njegovi povezanosti s širšim gospodarskim in družbenim razvojem, obenem pa na kulturnih razsežnostih turizma. Na interpretativni ravni se izpostavijo gospodarski, družbeni in kulturni vidiki in dejavniki modernega turističnega razvoja, tipološka in regionalna periodizacija razvoja turizma, razvoj posameznih turističnih destinacij ter vloga naravne</p>
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Objectives and competences:

<p><i>Objectives:</i></p> <p>Students get acquainted with the history of tourism in Europe and in the Mediterranean to the present time. The course deals with the development of different forms of tourism and expansion of their social accessibility. The focus is on the tourism as an industry and its linkage with the broader economic and social development, and at the same time on the cultural dimensions of tourism. At the interpretive level special attention is given to economic, social and cultural aspects and factors of modern tourist development, typological and regional periodization of</p>
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in kulturne dediščine v turizmu. Posebna pozornost je namenjena slovenskim deželam in njihovi vpetosti v zgodovino turizma v Evropi in v Sredozemlju.

Seminarske vaje dajejo študentom priložnost, da poglobijo poznavanje in razumevanje vsebin s primeri iz svoje regionalne stvarnosti in obenem utrdijo teoretske principe, ki so predstavljeni na predavanjih. Študenti se izražajo tudi pri pripravi in predstavitvi seminarjev iz znanstvene literature s področja zgodovine turizma.

Splošne kompetence:

- Razumevanje osnovnih konceptov znanstvenih izhodišč področja, ki študenta/-ko usmerjajo k analiziranju in reševanju problemov.
- Razvijanje sposobnosti povezovanja, konkretizacije in aplikacije splošnih teoretičnih rešitev na specifična področja.
- Razvijanje odgovornega poslovnega odnosa do družbe in okolja

Predmetnospecifične kompetence:

- Razumevanje etimoloških, epistemoloških, teleoloških in ideoloških posebnosti predmetnega področja.
- Razumevanje pomena aplikativnega raziskovanja predmetnega področja pri delu v turizmu.
- Razumeti uporabno in znanstveno vrednost predmetnega področja
- Razumeti načine apliciranja posameznih procesov predmetnega področja na področje turizma
- Sposobnost uporabe splošnih pristopov in orodij predmetnega področja pri valorizaciji resursov v turizmu.

the development of tourism, the development of individual tourist destinations and the role of natural and cultural heritage in tourism. Special attention is paid to the Slovenian lands and their integration in the history of tourism in Europe and in the Mediterranean.

Tutorials give students the opportunity to deepen their knowledge and understanding of contents with cases from their regional realities and at the same time to consolidate the theoretical principles that are presented in class. Students are also educated through the preparation and presentation of seminars from the scientific literature in the field of the history of tourism.

General competences:

- Understanding of the basic concepts of scientific field that guide the student to analyzing and problem solving.
- Developing capabilities to connect, to concretise and to apply general theoretical solutions to specific areas.
- Developing responsible business relationship to the society and the environment

Course-specific competences:

- Understanding of etymological, epistemological, teleological and ideological particularities of the course.
- Understanding the role of applied research from the course specific field for work in tourism.
- Understand practical and scientific value of the course
- Understand the methods of application of individual processes from the course specific field in the field of tourism
- Ability to use common approaches and tools from the course specific field to valorize resources in tourism.

Predvideni študijski rezultati:

Študentke in študenti se seznanijo z zgodovino turizma v Evropi in Sredozemlju, zlasti z razvojem različnih oblik turizma, s širjenjem njihove družbene dostopnosti ter s fazami in dejavniki turističnega razvoja do današnjega časa. Študent/študentka razvija sposobnost kritičnega pogleda na zgodovinski razvoj in na njegove interpretacije ter sposobnost umeščanja zgodovine turizma na Slovenskem in na Primorskem v evropski in sredozemski okvir.

Znanje in razumevanje:

- Študent/-ka spozna razvoj predmetnega področja kot znanstvene discipline.
- Spozna in upošteva ključne dejavnike, potrebne pri

Intended learning outcomes:

Students get acquainted with the history of tourism in Europe and in the Mediterranean, particularly with the development of different forms of tourism, with expansion of their social accessibility and with the phases and factors of tourist development until today. Student develops the ability to critically interpret its historical development and its interpretations and the ability to place the history of tourism in the Slovenia and Slovenian Littoral in the wider European and Mediterranean context.

Knowledge and understanding:

- Student learns about the development of course specific field as a scientific discipline.
- Learns about and takes into account the key factors

oblikovanju in izvajanju učinkovitih procesov vsebin predmetnega področja.

-Spoznava in ustrezno navaja osnovne pojme in teorij predmetnega področja.

-Razume teoretične in praktične probleme predmetnega področja.

-Razume koncepte predmetnega področja.

Sposoben je identifikacije aktualne problematike predmetnega področja.

-Razume in uporablja kriterije za določitev razlike med subjekti predmetnega področja.

-Razume znanstvene osnove na katerih temeljijo aplikativne raziskave predmetnega področja

Uporaba:

-Pri predmetu pridobljena znanja uporabi za utemeljitev zasnove novih konceptov v stroki;

-Različne teoretske koncepte uporabi za analizo primerov iz prakse;

-Znanja, pridobljena pri predmetu uporabi pri pripravi načrta aplikativnih raziskav, seminarskih in projektnih nalog.

-Študent/-ka je usposobljen-na oceniti pomen učinkovite izrabe predmetnega področja v turizmu.

-Študent/-ka je sposoben uporabljati rezultate analiz in raziskav pri razvoju in dvigu učinkovitosti predmetnega področja

Refleksija:

-Študent/-ka na osnovi razumevanja teoretskih pogledov kritično ovrednoti skladnost med teoretičnimi načeli in izhodišči ter znanstveno-strokovnimi analizami in raziskavami s predmetnega področja

-Študent/-ka je sposoben rezultate analiz in raziskav prenesti v prakso

-Sposoben/-na je ovrednotiti smiselnost oz. izvedljivost projektov, pristopov in odločitev, ki so vezane na oblikovanje turističnega proizvoda, valorizacijo resursov in pridobivanje obranljive konkurenčne prednosti.

-Študent/-ka je sposoben strokovno ravnanje utemeljevati na osnovi sodobnih teoretičnih znanstvenih izhodišč in aplikativnih raziskav, ki jih aplicira na okolje konkretnega turizma

needed for the formulation and implementation of effective processes of contents from the course specific field.

- Gets acquainted with and is able to properly cite the basic concepts and theories of the course specific field.

- Understands the theoretical and practical problems of the course specific field

- Understands the concepts of the course specific field.

- Is able to identify the current problems of the course specific field.

- Understands and applies the criteria to determine the differences between entities of the course specific field.

- Understands the scientific basis on which applied researches of the course specific field are based on

Application:

- The skills developed during the course are used to justify the design of new concepts in the profession;

- Different theoretical concepts are used for the analysis of case studies;

- Knowledge gained from the course is used in the preparation of the plan for an applied research, seminar and project works.

- The student is qualified to gauge the importance of effective use of the course specific field in tourism.

- The student is able to use the results of analyses and researches to develop and increase the effectiveness of the course specific field

Reflection:

- Based on the understanding of theoretical views the student critically evaluates consistency between the theoretical principles and starting points and scientific-technical analyses and researches from the course specific field

- The student is capable of transferring results of analyses and researches into practice

- Able to evaluate the reasonableness or viability of projects, approaches and decisions that are related to the creation of tourist products, the valorization of resources and the acquiring of major competitive advantage.

- The student is capable to base the professional conduct on the grounds of contemporary theoretical scientific backgrounds and applied researches, which are then applied in practice in tourism

Metode poučevanja in učenja:

Learning and teaching methods:

<p>Oblike dela:</p> <ul style="list-style-type: none"> - frontalna oblika poučevanja - delo v manjših skupinah - samostojno delo študentov <p>Metode dela:</p> <ul style="list-style-type: none"> - razlaga - razgovor / diskusija / debata - delo z besedilom - preučevanje primera - reševanje nalog - vključevanje gostov iz prakse <p>Pri seminarskih vajah se do 50% KU izvede v e-učilnici.</p> <p><i>Pogoji in viri:</i> Delitev na skupine: -Skupine so velike do 30 študentov, -Več študentov, lahko skupaj pripravi seminarsko/ projektno nalogo, vendar ne več kot 8 skupaj.</p> <p>Potrebni materialni viri za izvedbo predmeta: Predavalnica z avdiovizualno opremo</p>	<p>Forms:</p> <ul style="list-style-type: none"> - Frontal lectures - Work in small groups - Individual work of students <p>Methods:</p> <ul style="list-style-type: none"> - Explanation - Interview / Discussion / Debate - Working with text - Case study - Problem solving - Inclusion of guests from practice <p>Seminar work is partly hold in the form of e-work (up to 50%).</p> <p><i>Conditions and resources:</i> Split into groups: -Groups are up to 30 students, -More students can participate in the preparation of the seminar / project assignment, but no more than 8 total.</p> <p>Material resources necessary for the implementation of the course: Classroom with audio-visual equipment</p>
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<p>Študentke in študenti opravljajo izpit iz vsebine predmeta in seminarsko nalogo. Obseg seminarske naloge je od 1500 do 3000 besed. Vrednotenje oddanih nalog sloni na kriterijih: utemeljenost in verodostojnost podatkov, natančnost in strokovnost njihove obdelave, teoretska podlaga zaključkov in prenos ugotovitev, izvirnost interpretacije, jezikovna pravilnost in strukturiranost besedila/zvrsti, ustreznost virov in citatov. Sestavni del ocene oddanega dela bo tudi predstavitev njegove vsebine študijski skupini.</p> <p>Aktivno sodelovanje v delavnici, v panelu, diskusiji, seminarska naloga, pisni izpit. Ocenjevalna lestvica: zadostno, 6 (60-67 %), dobro, 7 (68-75 %), prav dobro, 8 (76-83 %), prav dobro, 9 (84-89 %), odlično, 10 (90-100 %).</p> <p>Aktivno sodelovanje v delavnici, v panelu, diskusiji, do 10 točk, seminarska naloga do 20 točk, pisni izpit do 70 točk.</p>	<p>Aktivno sodelovanje v delavnici, v panelu, diskusiji (do 10%), seminarska naloga (do 20%), pisni izpit (do 70%).</p> <p>Active participation at the workshop, at panel, at discussions (up to 10%), seminar work (up to 20%), written exam (up to 70%).</p>	<p>Type (examination, oral, coursework, project): The obligations of the student are seminar work and a n exam. The size of the seminar work is between 1500 and 2000 words. Evaluation of the seminar work is based on these criteria: validity and reliability of the data, accuracy and scientific approach to their analysis, theoretical basis of the conclusions and transmission of the findings, originality of interpretation, linguistic correctness and structure of texts / genres, adequacy of resources and citations. Integral part of the assessment of the work will be the presentation of its contents to the study group.</p> <p>Active participation at the workshop, at panel, at discussions, seminar work and a written exam. Grading scale: sufficient, 6 (60-67%), good, 7 (68-75%), very good, 8 (76-83%), very good, 9 (84-89%), excellent, 10 (90-100%).</p> <p>Active participation at the workshop, at panel, at discussions, up to 10 points, seminar work up to 20 points, written exam up to 70 points.</p>