

UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Nova paradigma turizma
<b>Course title:</b>	New Tourism Paradigms

Študijski program in stopnja <i>Study programme and level</i>	Študijska smer <i>Study field</i>	Letnik <i>Academic year</i>	Semester <i>Semester</i>
Menedžment kakovosti Podiplomski (druga)	Program nima smeri	2.	3.
Quality Management Postgraduate (second)	The program has no study fields	2	3

**Vrsta predmeta / Course type:** Izbirni Elective

**Univerzitetna koda predmeta / University course code:** 021027-01

Predavanja <i>Lectures</i>	Seminar <i>Seminar</i>	Sem. vaje <i>Tutorial</i>	Lab. vaje <i>Laboratory work</i>	Teren. vaje <i>Field work</i>	Samost. delo <i>Individ. work</i>	ECTS
30	-	30	-	-	120	6

**Nosilec predmeta / Lecturer:** izr. prof dr. Milan Ambrož Milan Ambrož, PhD Associate Professor

Jeziki / Languages:	Predavanja / Lectures:	Vaje / Tutorial:
	Slovenski, angleški	Slovenski, angleški
	Slovenian, English	Slovenian, English

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

- Vpis v 1. letnik študija.
- Študent/študentka mora pred pristopom k izpitu pripraviti in zagovarjati empirično seminarsko nalogo.

**Prerequisites:**

- Enrolment in the first year of study.
- The student must prepare and defend an empirical seminar paper as a prerequisite for the final exam.

**Vsebina:**

1. Koncepti in teorije nove paradigme turizma.
2. Psihološki, sociološki in organizacijski fenomeni turizma.
3. Globalizacija, lokalno prebivalstvo, turistični prostori in storitve v turizmu (fleksibilnost in mobilnost).
4. Socialni odnosi v turizmu, turistični prostor in predmet opazovanja.
5. Spreminjajoče se turistične kulture in strategija turizma – od tematskega turizmu k turizmu izkušenj.
6. Vidnost, pogled in fotografija v turizmu.
7. Fotografija in pogled turista, digitalizacija in Internet.
8. Kakovost predstavitev v turizmu in spremembe in utelešenje turizma.
9. Tveganja in prihodnost turizma.

**Content (Syllabus outline):**

1. Concepts and theories of a new tourism paradigm.
2. Psychological, sociological, and organizational phenomena in tourism.
3. Globalization, local residents, tourism spaces, and tourism services (flexibility and mobility).
4. Social relations in tourism, tourism spaces and the object of tourist observation.
5. Changing tourism cultures and tourism strategy – from thematic to experiential tourism.
6. Visuality, vision and photography in tourism
7. Photography and the tourist gaze, digitalization and the Internet.
8. Quality of tourism performances and performance turn and embodiment of tourism.
9. Risks and futures of tourism.

**Temeljna literatura in viri / Readings:****Obvezna literature / Required reading(s):**

- Ambrož, M. (2013): Upravljanje podob v turizmu. Novo mesto. Fakulteta za organizacijske študije v Novem mestu. Znanstvena monografija v tisku.
- Ambrož, M., Ovsenik, R. (2011): Tourist origin and spiritual motives. *Management (Split)*, vol. 11, no. 6, str. 71-86
- Velković, B., Ambrož, M. (2010). Towards the sustainable concept of tourism development in Posavje region in Slovenia. *Innovative issues and approaches in social sciences*, vol. 3, no. 1, str. 36-59. <http://www.iiass.com/pdf/IIASS-Volume3-Number1-2010.pdf>

**Dodatna – dopolnilna / Recommended reading(s):**

- Ambrož, M. (2008): Attitudes of local residents towards the development of tourism in Slovenia : the case of the Primorska, Dolenjska, Gorenjska and Ljubljana regions. *Anthropol. noteb.* [Tiskana izd.], year 14, no. 1, str. 63-79.
- Ambrož, M. (2005): Sociologija turizma : izhodišča za proučevanje potovalnih kultur. Portorož: Turistica, Visoka šola za turizem, 283 str., ilustr. ISBN 961-6469-11-8.
- Ambrož, M., Veljković, B. (2012): Sustainable culture and energy use in hotel resorts = Trajnostna raba energije v hotelih. *Journal of energy technology*, vol. 5, iss. 1, str. 27-35. [http://www.fe.uni-mb.si/images/stories/jet/e-jet/jet\\_5-1.pdf](http://www.fe.uni-mb.si/images/stories/jet/e-jet/jet_5-1.pdf).
- Ambrož, M., Lotrič, B. (2009): Impact of a mediating role of repurchase intentions on customer retention : preliminary communication. *Promet (Zagreb)*, vol. 21, no. 5, str. 341-348.
- Urry, J., Larsen, J. (2011): *The Tourist Gaze 3.0*. London, SAGE Publications Ltd.

**Cilji in kompetence:**

- Razumevanje in upoštevanje raznolikosti globalnega okolja pri organizaciji, izvajanju in nenehnem izboljševanju celovite kakovosti in poslovne odličnosti.
- Razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji.
- Internalizacija temeljnih gradnikov sodobne paradigme kakovosti in odličnosti.
- spoznal novo paradigmo turizma,
- razumel psihološke, sociološke in organizacijske osnove inženiringa izkušenj turista,
- razumel vplive turizma v globalnem in v lokalnem okolju in jih bo znal uporabiti pri načrtovanju novih turističnih storitev,
- bo sposoben ustvarjati nove izdelke in storitve v turizmu, ki bodo temeljile na izkušnjah modernega turista,
- bo znal upravljati pogled turista in organizirati celovite scenarije turističnih dogodkov.

**Objectives and competences:**

- Understanding and respecting the diversity of the global organizational environment, implementation and continuous improvement of overall quality and business excellence.
- The development of communication skills and abilities to communicate with different environments.
- Internalising the fundamental building blocks of contemporary paradigms of quality and excellence.
- Became aware of a new tourism paradigm.
- Understand psychological, sociological and organizational basics of engineering of tourism experiences.
- Understand impacts of tourism in global and local environment to use these impacts to plan new tourism services.
- Be capable of creating new products and services in tourism that are based on the experiences of the modern tourist.
- Know how to manage the tourist gaze and will be competent to organize whole scenarios of tourism events.

<b>Predvideni študijski rezultati:</b>	<b>Intended learning outcomes:</b>
<p>Študent/študentka:</p> <ul style="list-style-type: none"> <li>– Pozna koncepte in metode inženiringa izkušenj turista.</li> <li>– Razvije inovativne pristope za ustvarjanje novih izdelkov in storitev v turizmu.</li> <li>– Spozna vpliv različnih faktorjev, ki oblikujejo pogled turista, ki se izraža v njegovih izkušnjah s turističnim prostorom.</li> <li>– Razvije analitične in raziskovalne sposobnosti za analizo trendov prihodnjega razvoja turističnega področja.</li> </ul>	<p>The student will:</p> <ul style="list-style-type: none"> <li>– become acquainted with the concepts and methods of tourist experiences engineering.</li> <li>– Gain ability to develop innovative approaches for creating new products and services in tourism.</li> <li>– Gain ability to recognize various factors that determine the tourist gaze, which is manifested through the students' experiences with tourism space.</li> <li>– The course will provide the student with the opportunity to develop analytical tools to detect trends of future tourism development.</li> </ul>

<b>Metode poučevanja in učenja:</b>	<b>Learning and teaching methods:</b>
<ul style="list-style-type: none"> <li>– Predavanja z aktivno udeležbo študentov (razlaga snovi, pogovori, vprašanja, primeri, reševanje problemov).</li> <li>– Seminarske vaje - reševanje študij primera s področja vodenja in etičnega ravnanja.</li> <li>– Individualne in skupinske konzultacije.</li> <li>– Spodbujanje akcijskega pristopa v raziskovanju etičnega ravnanja v organizaciji.</li> </ul>	<ul style="list-style-type: none"> <li>– Lectures with active student participation (discussions, talks, questioning, cases, problem-solving).</li> <li>– Seminar exercises – solving case studies from the area of leadership and ethics.</li> <li>– Individual and group consultations.</li> <li>– Encouraging action approach in researching ethics in an organization.</li> </ul>

<b>Načini ocenjevanja:</b>	<b>Delež / Weight (%)</b>	<b>Assesment:</b>
<p>Način (pisni izpit, ustno izpraševanje, naloge, projekt)</p> <ul style="list-style-type: none"> <li>– Projekt: inženiring izkušenj turista – izhodišče za oblikovanje novih izdelkov in storitev v turizmu.</li> <li>– Predstavitev in zagovor projekta.</li> </ul>	<p>60%</p> <p>40%</p>	<p>Type (examination, oral, coursework, project)</p> <ul style="list-style-type: none"> <li>– Project: engineering of tourist experiences – starting-point for the development of new tourism products and services.</li> <li>– Presentation and defense of the project.</li> </ul>

<b>Reference nosilca / Lecturer`s references:</b>
<ul style="list-style-type: none"> <li>– AMBROŽ, Milan. Consulting leadership style in the global oriented enterprise. V: 22nd International Scientific Conference on Development of Organizational Sciences, Slovenia, Portorož, March, 26th-28th 2003. Management and organization development : collection of papers from 22nd International Scientific Conference on Development of Organizational Sciences, Slovenia, Portorož, March, 26th-28th 2003. Kranj: Modern Organization, 2003, str. 429-437. [COBISS.SI-ID 443102]</li> <li>– VAVTAR, Bojan, AMBROŽ, Milan. Vpliv poslovne kulture na podjetniško etiko = The influence of business culture on business ethics. V: KALUŽA, Jindřich (ur.), KLJAJIČ, Miroslav (ur.), LESKOVAR, Robert (ur.), RAJKOVIČ, Vladislav (ur.), PAAPE, Björn (ur.), ŠIKULA, Milan (ur.). Sinergija metodologij : zbornik povzetkov referatov 24. mednarodne konference o razvoju organizacijskih znanosti, Slovenija, Portorož, 16.-18. marec 2005 : book of abstracts of the 24th International Conference on Organizational Science Development, Slovenia, Portorož, March 16th-18th, 2005. Kranj: Moderna organizacija, 2005, str. 133-134. [COBISS.SI-ID 4304147]</li> <li>– AMBROŽ, Milan, LOTRIČ, Brane. Viharnost organizacije. Kranj: B &amp; B, 2009. 226 str., fotogr. ISBN 978-961-91136-5-3. [COBISS.SI-ID 243752192]</li> <li>– AMBROŽ, Milan, VELJKOVIČ, Božidar. Fostering innovation system of a firm with resilient, adaptable and sustainable behaviour. V: KRSTIČ, Bojan (ur.). Improving the competitiveness of the public and private sector by networking competences : [thematic collection of papers of international significance : Niš, 2011]. Niš: University of Niš, Faculty of Economics, 2011, str. 281-303. [COBISS.SI-ID 9978533]</li> <li>– AMBROŽ, Milan. Security culture impact on security excellence in a company. Innovative issues and approaches in social sciences, 2012, vol. 5, no. 1, str. 70-87. <a href="http://www.iias.com/pdf/IASS-Volume5-Number1-2012.pdf">http://www.iias.com/pdf/IASS-Volume5-Number1-2012.pdf</a>. [COBISS.SI-ID 2048025602]</li> </ul>