

Level: master				
Course title: Principles and methods of tourism evaluation (MT206)				
Status: elective				
ECTS: 6				
Requirements: none				
Learning objectives The goal of this course is to introduce students to the scientific work in the field of tourism evaluation.				
Learning outcomes Training students in the field of tourism evaluation. Acquiring knowledge for evaluation of tourist values.				
Syllabus <i>Theoretical instruction</i> Dimensions of attractiveness. Rating attractiveness of natural and cultural resources from the perspective of their internal values and potential market appeal (competitiveness with close destinations and trends in tourism development). Infrastructure and supra-structural capacity for tourism development. The assessment of the possible scope of tourism development (private business and the public sector). Model Tourism Development of the World Tourism Organization. <i>Hilary du Cros Model</i> in assessing the potential of cultural tourism resources. Stakeholder approach to tourist evaluation using analytic hierarchy process. <i>Practical instruction</i> Application of the evaluation method processed on specific destinations in order to determine their tourist value and provide the guidelines for development of tourism in a given destination.				
Weekly teaching load				Other:
Lectures: 2	Exercises: 2	Other forms of teaching:	Student research:	