



## UČNI NAČRT / COURSE SYLLABUS

<b>Predmet / Course</b>	<b>Trajnostni management v turizmu/ Sustainable Management in Tourism</b>
<b>Šifra predmeta / Course Code</b>	B13TMT-TMT6-PSD
<b>Nosilec predmeta / Course Coordinator</b>	Doc. dr. Darija Cvikl
<b>Vrsta predmeta / Type of the course</b>	izbirni / elective
<b>Jezik / Language</b> - <b>Vaje / Tutorials</b> - <b>Predavanja / Lecture</b>	Slovenski / Slovene, Angleški / English Slovenski / Slovene, Angleški / English
<b>Študijski program / Programme</b>	Poslovanje v sodobni družbi (1. stopnja) / Business in Contemporary Society (1st Cycle)
<b>Letnik / Year</b>	3.
<b>Pogoji za vključitev / Requirements</b>	/

<b>Predavanja Lectures</b>	<b>Vaje Tutorials</b>	<b>Druge oblike študija Other Type of Study</b>	<b>Samostojno delo Individual work</b>	<b>Ure dela Work hours</b>	<b>ECTS</b>
20	40	0	90	150	6

### Vsebina / Content:

<ol style="list-style-type: none"><li>1. Uvod v trajnostni management v turizmu</li><li>2. Destinacija kot sistem</li><li>3. Ravni trajnostnega managementa</li><li>4. Stebri trajnosti v turizmu</li><li>5. Okoljski kazalniki in model trajnostnega poslovanja v turizmu</li><li>6. Pomen kulturnega vidika in etike pri uveljavljanju TMT</li><li>7. Pomen standardizacije in certificiranja za TMT</li><li>8. Praktični primer</li></ol>	<ol style="list-style-type: none"><li>1. Introduction to sustainable management in tourism</li><li>2. Destination as a system</li><li>3. Levels of sustainable management</li><li>4. Sustainability pillars in tourism</li><li>5. Environmental indicators and model of sustainable business in tourism</li><li>6. The importance of cultural aspect and ethics in implementing TMT</li><li>7. The importance of standardization and certification in TMT</li><li>8. Case study</li></ol>
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### Splošne kompetence / General Competencies:

<i>Študent bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i>  <b>SPL1:</b> Delo s podatki in informacijami; <b>SPL3:</b> Medosebne, socialne spretnosti; <b>SPL4:</b> Sodelovalno, timsko delo, delo v skupini; <b>SPL6:</b> Etičnost; <b>SPL7:</b> Raznolikost in multikulturalnost; <b>SPL8:</b> Spretnosti kritičnega mišljenja;	<i>Student will acquire knowledge and skills in the following general areas:</i>  <b>GC1:</b> Work with data and information; <b>GC3:</b> Interpersonal, social skills; <b>GC4:</b> Cooperation, team work, group work; <b>GC6:</b> Ethics; <b>GC7:</b> Diversity and multi-cultural skills; <b>GC8:</b> Critical thinking;
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### Predmetno specifične kompetence / Course Specific Competencies:

<i>Študent bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i>  <b>PSP4:</b> Metode in orodja za analizo notranjega in zunanjega okolja in določanje razvojnih perspektiv organizacije; <b>PSP5:</b> Pristopi k upravljanju podjetja z načrtovanjem in kontrolo ter uporabo različnih konceptov, metod in orodij; <b>PSP8:</b> Kultura in njeni vplivi na vsebinskem področju predmeta;	<i>Student will acquire knowledge and skills in the following specific areas:</i>  <b>CSC4:</b> Methods and tools for analysis of an organisation and its environment to identify perspectives; <b>CSC5:</b> Managing a company by planning and controlling by use concepts, methods and tools; <b>CSC8:</b> Culture and its influence in the field of the course; <b>CSC9:</b> Principles of ethics;
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<b>PSP9:</b> Vidik etike na vsebinskem področju predmeta; <b>PSP15:</b> Družbena in okoljska odgovornost na vsebinskem področju predmeta;	<b>CSC15:</b> Social and environmental responsibility on the course fields;
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#### **Predvideni študijski izidi / Intended Learning Outcomes:**

<i>Študent bo dosegel naslednje študijske izide:</i>	<i>Student will achieve the following learning outcomes:</i>
Razumevanje pomena in pomembnosti trajnostnega managementa v turizmu;	Understand the meaning and importance of sustainable tourism management;
Znati opredeliti stebre in kazalnike trajnosti;	Knows how to define the pillars and indicators of sustainability;
Znati prepoznati prednosti in omejitve pri uveljavljanju trajnostnega managementa na destinaciji, jih znati kritično analizirati ter podati predloge za izboljšavo na izbranem primeru.	To be able to recognize the advantages and limitations in the implementation of sustainable management at the destination, to critically analyse and interpret issues and dilemmas of them and to make suggestions for improvement on the selected case study.

#### **Oblike in metode poučevanja in učenja / Types and Methods of Teaching and Learning**

<b>Oblike dela</b>	Frontalno poučevanje, Delo v manjših skupinah; Samostojno delo študenta;
<b>Types of Teaching and Learning</b>	Frontal teaching; Work in smaller groups or pairs; Independent student work;
<b>Metode dela</b>	Razlaga; Razgovor/diskusija/debata; Proučevanje primera; Javni nastop; Študijski obisk; Gost iz prakse; Praktično delo;
<b>Teaching and Learning Methods</b>	Explanation; Conversation/discussion/debate; Public presentation; Case study; Study visit; Guest from practice; Practical work;

#### **Načini ocenjevanja v % / Types of Student Assessment**

Sprotno ustno ocenjevanje / Oral Assessment	/
Sprotno pisno ocenjevanje / Written Assessment /	50 %
Daljši pisni izdelek /Longer written casework <sup>1</sup>	20 %
Javni nastop s predstavitevjo rezultatov / Presentations <sup>2</sup>	20 %
Končni pisni izpit / Final written examination/	10 %
Končni ustni izpit / Final oral examination	/
Udeležba in sodelovanje / Participation and cooperation	/
<b>Lestvica ocenjevanja / Grading scale</b>	<b>Številska/numeric</b>

#### **Temeljna literatura / Literature:**

1. Coghlan, A. (2019). An introduction to sustainable tourism. Goodfellow Publishers Ltd.
2. Cvelbar, L. K., Mayr, M., Vavpotič, D., Mihalič, T., Smrekar, A., Horvat, K. P., ... & Kuščer, K. Smernice za management turističnih destinacij na podlagi modelov nosilnih zmogljivosti in turističnih tokov. Ekonomska fakulteta, Založništvo.
3. Albrecht, J. N., Haid, M., Finkler, W., & Heimerl, P. (2021). What's in a name? The meaning of sustainability to destination managers. *Journal of Sustainable Tourism*, 30(1), 32-51; (2021).
4. Bagur-Femenías, L., Martí, J., & Rocafort, A. (2015). Impact of sustainable management policies on tourism companies' performance: the case of the metropolitan region of Madrid. *Current Issues in Tourism*, 18(4), 376-390.

<sup>1</sup> Seminarska ali projektna naloga, raziskovalna naloga ipd.

<sup>2</sup> Plakat, naloga, prispevek

## Reference nosilca / Lecturer's references:

### 1.01 Izvirni znanstveni članek

1. CVIKL, Darija, AVGUŠTIN, Cvetka, KREFT, Samo. The physiological and psychological effects benefits of forest therapy (FT) on tourists in the Kranjska Gora destination. *Forests*. [Online ed.]. 2022, iss. 10, art. 1670, vol. 13, 21 str., tabele. ISSN 1999-4907. <https://www.mdpi.com/1999-4907/13/10/1670>, <https://repozitorij.uni-lj.si/IzpisGradiva.php?id=141930>, DOI: 10.3390/f13101670. [COBISS.SI-ID 125200387] financer: Municipality of Kranjska Gora.

### 1.02 Pregledni znanstveni članek

2. CVIKL, Darija. Forest therapy and well-being tourism literature review – with assessment of potential for Slovenia. *Academica turistica : tourism & innovation journal*. Apr. 2022, letn. 15, št. 1, str. 25-41. ISSN 2335-4194. <https://doi.org/10.26493/2335-4194.15.25-41>, DOI: 10.26493/2335-4194.15.25-41. [COBISS.SI-ID 122570499]

3. CVIKL, Darija. Forest therapy and well-being tourism literature review : with assessment of potential for Slovenia. *Academica turistica : tourism & innovation journal*. [Tiskana izd.]. 2022, vol. 15, no. 1, str. 25-41, 163. ISSN 1855-3303. <https://doi.org/10.26493/2335-4194.15.25-41>, <http://www.dlib.si/details/URN:NBN:SI:doc-GO6XB1RU>, DOI: 10.26493/2335-4194.15.25-41. [COBISS.SI-ID 109891843]

### 1.08 Objavljeni znanstveni prispevek na konferenci

4. CVIKL, Darija, IVANKOVIČ, Gordana. Ekonomski modeli in učinki vrednotenja NWFP gozda v turistične namene = Economic models and impact assesment of nonwood forest products for tourist purposes. V: *Economics & management: globalization challenges : conference proceedings. International scientific conference EMAN 2017, Ljubljana, Slovenia, March 30, 2017*. Belgrade: Association of Economists and Managers of the Balkans ... [et al.], 2017. Str. 946-959, ilustr. ISBN 978-86-80194-06-6. [https://eman-conference.org/wp-content/uploads/2019/04/zbornik\\_radova\\_eman\\_2017\\_final\\_3.pdf](https://eman-conference.org/wp-content/uploads/2019/04/zbornik_radova_eman_2017_final_3.pdf). [COBISS.SI-ID 22821429]

5. CVIKL, Darija, VODEB, Ksenija. The potential of non-wood products for development of forest tourism. V: *Water recources. Forest, marine and ocean ecosystems : conference proceedings. Vol. 3*. Sofia: STEF82 Technology, 2016. Str. 515-522, ilustr. *International Multidisciplinary Scientific GeoConference SGEM ...* ISBN 978-619-7105-81-0. ISSN 1314-2704. [COBISS.SI-ID 1539042756]

### 1.16 Samostojni znanstveni sestavek ali poglavje v monografski publikaciji

6. CVIKL, Darija. Gozdni turizem. V: LESJAK, Miha (ur.), SIKOŠEK, Marijana (ur.), KERMA, Simon (ur.). *Tematski turizem : teoretični in aplikativni primeri oblik turizma v svetu in Sloveniji*. Koper: Založba Univerze na Primorskem, 2020. Str. 243-258, ilustr. ISBN 978-961-293-042-4, ISBN 978-961-293-043-1. <https://doi.org/10.26493/978-961-293-042-4.243-258>, DOI: 10.26493/978-961-293-042-4.243-258. [COBISS.SI-ID 54850819]

7. CVIKL, Darija. Faktorji zaznavanja gozda kot turistične destinacije - analiza izhodišč = Perception of a forest as a tourist destination - starting points analysis. V: *Modern management tools and economy of tourism sector in present era : second international thematic monograph : thematic proceedings*. Belgrade: Association of Economists and Managers of the Balkans; Ohrid: Faculty of Tourism and Hospitality, 2017. Str. 161-179, tabele. ISBN 978-86-80194-10-3. [https://www.scribd.com/document/373553815/tematski-zbornik-2017-final?secret\\_password=NfyDgHW451RjuwZAgOa#fullscreen&from\\_embed](https://www.scribd.com/document/373553815/tematski-zbornik-2017-final?secret_password=NfyDgHW451RjuwZAgOa#fullscreen&from_embed). [COBISS.SI-ID 23002421].

8. CVIKL, Darija. Večnamensko upravljanje z gozdovi v turistične namene - izraba nelesnih produktov (NWFP) = Multipurpose forest management for tourist purposes - focus on non-wood products (NWFP). V: *Modern management tools and economy of tourism sector in present era : international thematic monograph : thematic proceedings*. Belgrade: Association of Economists and Managers of the Balkans; Ohrid: Faculty of Tourism and Hospitality, 2016. Str. 508-519, portret. ISBN 978-86-80194-04-2. <http://www.udekom.org.rs/publikacije.html>. [COBISS.SI-ID 22673717]

### 1.26 Znanstveni sestavek v slovarju, enciklopediji, leksikonu

9. CVIKL, Darija. Forest innovation potential. *AIRTH*. 2018, ilustr. ISSN 2591-2380. <http://www.airth.global/depositview.aspx?dpid=8627&lng=en>. [COBISS.SI-ID 23030325]

10. CVIKL, Darija. Servant leadership. *AIRTH*. 2018, ilustr. ISSN 2591-2380. <http://www.airth.global/depositview.aspx?dpid=8591&lng=en>. [COBISS.SI-ID 23030069].