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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | |  | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Geography** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | The management of the tourism industry | | |
| Level of study | | | | ☐Bachelor ☒ Master’s ☐ Doctoral | | |
| Type of course | | | | ☒ Obligatory ☐ Elective | | |
| Semester | | | | ☒ Autumn ☐Spring | | |
| Year of study | | | | Second | | |
| Number of ECTS allocated | | | | 7.5 | | |
| Name of lecturer/lecturers | | | | Vidoje Stefanović | | |
| Teaching mode | | | | ☒Lectures ☐Group tutorials ☐ Individual tutorials  ☐Laboratory work ☐ Project work ☐ Seminar  ☐Distance learning ☐ Blended learning ☐ Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Preview the latest achievements in the theory and practice of management in general, and especially in tourism, particularly profiling managers as drivers of tourist industry.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **Conceptual guidelines, The process and power management, Management of tourist complexes, Tourism and theory of development, Natural resources in tourism development, Human resources in tourism development, Investment activity in tourist complex, The strategy of tourism development in the function of tourism management, Planning a function of management of the tourist complex new era managers Managers Future Wife - Manager**  **Leadership - leadership – leaders, Status as a memorial of managers and leaders of the communication process,**  **Conflicts as the content of the work of managers.** | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| ☒Serbian (complete course) ☐ English (complete course) ☐ Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  ☐Serbian with English mentoring ☐Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **10** | | **Written examination** | | | **10** |
| **Practical teaching** | **20** | | **Oral examination** | | | **40** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |