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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Sciences and Mathematics** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Geography** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | Travel Agencies and Tour Operators | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | II | | |
| Number of ECTS allocated | | | | 7,5 | | |
| Name of lecturer/lecturers | | | | Ranko Dragović | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| Acquiring knowledge of the travel agencies and tour operators; training for independent development of program of tourist travels and job duties of a travel agent, an agency representative of the organizer and an executor of the travel arrangement. | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| The appearance, conditions of origin and development of travel agencies (TA) and tour operators (TO): the historical development of tourist agencies; theories of tourism origin; the emergence and development of organized agencies in travel; socio-economic roots and the conditions for appearance of travel agencies; place and role of TA and TO on the tourist market: defining intermediaries on the tourist market; conceptual and functional differences between the TA and TO; types of TA and TO; the market concept of operation of TA and TO: access to modern market economy of TA and TO; the need, demand and behavior of tourists; tourist demand; offers of TA and TO; prices of tourism products and services; sales of tourism products and tourist services; promotion of tourism agencies and tourist services ; the operation of travel agencies and tour operators with the airlines; yachting and TA; catering and TA ; meetings and TA ; events and TA ; insurance companies and the TA and TO; product of TA and TO: the product of the tour organizer; space, equipment , communications, human resources and TA TO, sorting jobs and income; product of a receptive TA; product of specialist of the agencies; payments in the travel industry; TA associations . | | | | | | |
| **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** | **6+2** | | **Written examination** | | | **12** |
| **Practical teaching** |  | | **Oral examination** | | | **55** |
| **Teaching colloquia** | **25** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |