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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Business Management** | | |
| Study Module (if applicable) | | | | Tourism Management | | |
| Course title | | | | Tourism Management | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | Third | | |
| Number of ECTS allocated | | | | 7 | | |
| Name of lecturer/lecturers | | | | Snežana M. Đekić  Sonja N. Jovanović | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *The aim of the course is to provide students with the basic theoretical and practical knowledge of tourism management under the conditions of of globalization. Growing competition in the tourism market requires that experts in the field of tourism should apply an adequate management concept in the tourism industry. It is alwazs important to bear in mind that a successful business policy in tourism is based on continuous changes in order to adapt to the development in the tourism market.*  *Introduction to the specifics of management in tourism; acquiring the ability to understand and analyze the basic business problems, as well as making strategic decisions; training to participate in all functions of management; the acquisition of skills necessary fo considering the need for changes in the tourist industry; mastering the skills required to achieve optimal results in tourism enterprises; the ability to use different methods in management.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Specificity and complexity of tourism management. Principles of tourism management. Types of decisions. Specifics of planning in tourism. Planning of changes. Management, staff and leaders. Types and characteristics of teams. A new profile of a manager in tourism. Internal and external communication. The use of information technology in tourism. The control of tourism management. Measuring the achievement of results. Strategic management in tourism. Growth strategies. Expected trends in the development of tourism. Planning of tourist destinations. Factors relevant to tourism management. Market and competition. The role of total quality management in tourism. Dependence of marketing activities and strategic planning in tourism.* | | | | | | |
| **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** | **20** | | **Written examination** | | |  |
| **Practical teaching** | **10** | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |