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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 | | | | Economics of Tourism | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | Second | | |
| Number of ECTS allocated | | | | 7 | | |
| Name of lecturer/lecturers | | | | Živorad V. Gligorijević  Ivana S. Kostadinović | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *To familiarize students with the basics of tourism as an economic activity and to provide opportunities for students to gain an insight into the key theoretical concepts of tourism, its importance, organization and the characteristics of development.*  *Having successfully mastered the course, students will be able to: understand the theoretical foundations of tourism and its impact on economic and social development; understand the basic principles and organization of tourism and economic principles that govern the tourism market; master the skills in understanding the recent trends in the tourism industry and adopt the conceptual framework for the analysis and evaluation of tourism development.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Economics of tourism as a scientific and teaching discipline, Tourism as a multidimensional phenomenon (conceptual and temporal coverage of tourism), Factors of tourism development, Tourism and economic development, Tourism and social development, Tourism policies, Human resources in tourism, The tourism market (basic characteristics), Travel demand, Tourist attractions, The subject of exchange in tourism, Tourist information, International tourism (developmental characteristics), Characteristics of tourism development in Europe, Characteristics of tourism development in Serbia, Prospects for the development of 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** | | | | | | |