

(Table 5.2) Course unit description

Study program: Business Economics and Management
Type and level of studies: Undergraduate studies
Course unit: Tourism and Hospitality Management
Teacher in charge: Gordana Z. Radosavljevic, Katarina N. Borisavljevic
Language of instruction: English
ECTS: 7
Prerequisites: basic knowledge in the field of Management and tourism
Semester: Winter Semester
Course unit objective: The course is designed to enable students to master the most important theoretical and practical aspects of business in tourism (hotels, travel agencies, restaurants) and related companies (transport companies, etc.). Through the content of the subject and the foreseen forms of work, the focus is placed on familiarizing students with the basic principles of management, as well as with the basic aspects of organizing and operating companies in tourism.
Learning outcomes of Course unit <ul style="list-style-type: none">• Acquisition of professions and skills in the field of tourism and hotel management through the application of general principles of management.• Training students for performing various business operations in companies in the field of tourism and for identifying and solving business problems.• Development of students' creativity in making adequate business decisions in order to successfully manage business enterprises in tourism.• It is also important to train students to understand and use modern information technologies in operational operations and strategic management of tourism enterprises.
Course unit contents <ul style="list-style-type: none">• Tourism as a global phenomenon,• Supply and demand in tourism,• Characteristics of accommodation,• Development and types of international hotel chains,• Transport as an element of tourist offer,• Characteristics of agents in the sale of tourist services,• Specificity of management in tourism,• Human resources management in tourism,• Financial operations of companies in tourism,• Quality management in tourism,• Country role in tourism development,• Strategic management in tourism,• Application of information technology and development of information systems in tourism <p><i>Theory teaching: Presentation of teaching units defined by the structure of the subject.</i> <i>Practical classes: Exercises, Other forms of teaching, Study research work.</i> <i>Presentation of additional information and practical examples, engagement of students on the case study from business practice in tourism.</i></p>
Literature

Mason, P., (2016), <i>Tourism Impacts, Planning and Management</i> , Routledge, New York			
Number of active teaching hours			Other classes
Lectures 3	Practice 2	Other forms of classes	
Teaching methods			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	oral exam	30
practical classes/tests	40	written exam	
Seminars/homework	20		
Project			
Other			
Grading System			
Grade	Bo. Of Points:		Description
10	91-100		Excellent
9	81-90		Exceptionally good
8	71-80		Very good
7	61-70		Good
6	51-60		Passing
5	0-50		Failing