

Study program : Business Economics and Management			
Type and level of studies: Undergraduate level			
Course unit: Tourism and Hospitality Management			
Teacher in charge : Gordana Ž. Radosavljević			
Language of instruction (English or other foreign language): English			
ECTS: 7			
Prerequisites:			
Semester (Winter Semester or Summer Semester): Winter Semester			
Course unit objective			
The course is designed with an aim of enabling the students to acquire the most important theoretical and practical knowledge in the field of business of tourism enterprises (hotels, travel agencies, restaurants) and enterprises from related sectors (transportation companies) etc. Through the course content and forms of work, the focus is on introducing the students to the basic principles of management, as well the main aspects of organization and functioning of enterprises in the field of tourism (hotels, travel agencies, airline companies).			
Learning outcomes of Course unit			
Acquiring knowledge and skills in the field of tourism and hospitality through the application of general management principles.			
Enabling the students to perform various tasks in enterprises in the tourism sector and to identify and solve business problems.			
Developing creativity of the students in making appropriate business decisions in order to successfully manage the enterprises in tourism sector.			
It is also significant to enable the students to understand and use modern information technologies in business operations and strategic management of tourism enterprises.			
Course unit contents			
Tourism as a global phenomenon. Supply and demand in tourism. Characteristics of accommodation facilities. Development and types of international hotel chains. Transportation as an element of tourism offer. Characteristics of the travel retailing. Specifics of the management in tourism. Human resource management in tourism. Financial business of enterprises in the field of tourism. Quality management in tourism. Role of the state in the development of tourism. Strategic management in tourism. Application of information technologies and development of information systems in tourism.			
<i>Theoretical classes:</i> Presentation of the course units defined in the course structure.			
<i>Practical units:</i> Practice, other forms of teaching, research study. Presentation of additional information and practical examples, involving the students in analyzing the examples from business practice of enterprises in the field of tourism.			
Literature			
Tourism management : managing for change / Stephen J. Page. - 3rd ed. - Jordan Hill, Oxford : Butterworth-Heinemann/Elsevier, 2009.			
Introduction to hospitality management / John R. Walker. - 3rd ed. - Upper Saddle River, NJ : Pearson Education, 2010.			
Number of active teaching hours			Other classes
Lectures: 3	Practice: 2	Other forms of classes mentoring	Independent work:
Teaching methods			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	5	oral examination	/
practical classes/tests	5	written examination	20
Seminars/homework	40	
Project	30		
Other			
Grading system			
Grade	No. 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

(Table 5.2) Course unit description