

**(Table 5.2) Course unit description**

Study program : Hotel management and Tourism			
Type and level of studies: Undergraduate academic studies, 1 <sup>st</sup> level			
<b>Course unit: Business Travel and Tourism</b>			
<b>Teacher in charge : Darko Dimitrovski, PhD</b>			
Language of instruction: English			
ECTS: 8			
Prerequisites:			
Semester: VIII (eight)			
<b>Course unit objective</b> - Familiarizing students with activities related to the development of business travel and tourism as a problem-solving skills in managing all aspects of business tourism is badly needed. The growing competition in the tourism market requires well-versed and qualified personnel for promotion and presentation of convention bureaus, trade shows and events in the domestic and foreign markets.			
<b>Learning outcomes of Course unit</b> - It is expected that students after the implementation of the curriculum to be trained to implement and respond to business travel trends, to engage in the work of the bureau and convention centers, as well as to plan, organize and implement domestic and international congresses or other types of business events.			
<b>Course unit contents</b> - Definition of business travel and tourism, typology, structure and problems; The historical development of business travel and tourism; The demand side of business travel and tourism; The supply side of business travel and tourism; The role of destinations in business travel and tourism; The macro environment of business travel and tourism; The impact of business travel and tourism; The physical infrastructure of business travel and tourism; The human resources infrastructure in the business travel and tourism; Marketing the business travel and tourism product; The organization of business tourism events; Conferences, congresses, conventions, fairs and incentive trips as business events; Global trends of congress tourism.			
<b>Literature</b>			
1. Swarbrooke, J., and Horner, S. (2001) Business Travel and Tourism, Butterworth-Heinemann, Woburn, MA, USA			
2. Davidson, R., and Cope, B. (2003) Business travel: conferences, incentive travel, exhibitions, corporate hospitality and corporate travel, Pearson Education, Harlow			
3. Davidson, R. and Rogers, T., (2006). Marketing Destinations and Venues for Conferences, Conventions and Business Events. Oxford: Butterworth-Heinemann.			
4. Rogers, T., (2013). Conferences and Conventions. A global Industry. Third edition. Oxford: Butterworth-Heinemann			
<b>Number of active teaching hours</b>			<b>Other classes</b>
Lectures:	Practice:	<b>Other forms of classes:</b> <b>Tutorial teaching</b>	Independent work:
<b>Teaching methods</b>			
Consultations with students for the preparation of seminar and written and oral exams			
<b>Examination methods (maximum 100 points)</b>			
<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>
Student's activity during lectures	-	oral examination	<b>30</b>
practical classes/tests	-	written examination	<b>30</b>
Seminars/homework	<b>30</b>		
Project	-		
Other	-		
<b>Grading system</b>			
<i>(додати систем оцењивања у складу са правилником Факултета)</i>			
<b>Grade</b>	<b>No. of points</b>	<b>Description</b>	
<b>10</b>	91-100	Excellent	
<b>9</b>	81-90	Exceptionally good	
<b>8</b>	71-80	Very good	
<b>7</b>	61-70	Good	
<b>6</b>	51-60	Passing	
<b>5</b>	0-50	Failing	