

Study program: Hospitality/Hotel Management				
Type and level of studies: Master academic studies (Postgraduate academic studies, 1 st level)				
Course unit: Current Trends in Hospitality and Tourism				
Teacher in charge : Stanisišić S. Tanja				
Language of instruction: English				
ECTS: 7				
Prerequisites: No special prerequisites				
Semester: I				
Course unit objective				
Introducing students to new trends in tourism, changes in the global tourism market, new technologies and the impact of global economic relations on a constant volatility of tourism. To familiarize students with the tasks of strategic management, which include a much broader area than finding or creating new markets, such as the formulation of strategic objectives, analysis of tourist position, the selection of appropriate strategies, etc. Consideration of the complexity of the tourism phenomenon and the qualitative and quantitative changes of modern tourism.				
Learning outcomes of Course unit				
Training of students to successfully identify and monitor current problems and trends in the global tourism market. Identification and valorization of possible changes in the future development of world tourism. Determination of the optimal impact of tourism on all aspects of socio-economic life, and finally, in economic terms, finding relevant opportunities for development of tourism in all parts of the world.				
Course unit contents				
<i>Theoretical classes</i>				
Globalization and tourism				
Characteristics and perspective of movements in the international tourism market				
Position and perspectives of Europe in the international tourism market				
Position of America in the international tourism market				
Position of the region of East Asia and the Pacific in the international tourism market				
Position of Africa and the Middle East in the international tourism market				
The impact of changes in the macro environment on a global strategic tourism development				
Strategic planning at the level of tourist destination				
The theoretical-methodological and practical aspects of the concept of total quality in hospitality				
Market trends and operating of enterprises in tourism				
Tendencies in the tourism market that marked the end of the 20 th century (timesharing, incentive travel, international chains of fast food restaurants, theme parks)				
Contemporary tendencies in the tourist market (thematic tourism, eco-tourism, cultural tourism, adventure tourism, cruises)				
<i>Practical classes</i>				
Case studies, discussions, individual research of students (seminars with presentations), group work of students (projects and presentations).				
Literature				
C. Cooper, J. Fletcher, D., Fyall, A., Gilbert, D., Wanhill, S. (2008). Tourism, Principles and Practice. England: Pearson Education Limited.				
Veal, A. J. (2011). Research Methods for Leisure and Tourism. England: Pearson Education Limited.				
Page, S. (2009). Tourism Management: Managing for Change. England: Elsevier.				
Number of active teaching hours				Other classes
Lectures:3	Practice: 2	Other forms of classes:	Independent work:	
Teaching methods				
Traditional lecturing, seminars, individual and team activities, interactive methods in order to promote the active participation of students through discussion, analysis of practical examples.				

Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	oral examination	
practical classes/tests	40	written examination	30
Seminars/homework	20	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