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| Study programme: Bachelor with Honours in Tourism | | | |
| Level: Bachelor | | | |
| Course title: Psychology of tourism (T105) | | | |
| Lecturer: Nebojša Mastorović, PhD | | | |
| Status: elective | | | |
| ECTS: 5 | | | |
| Requirements: none | | | |
| Learning objectives | | | |
| To supply future managers of tourism with the basic knowledge about categories, motivation and behaviour of tourists and about the ways of successfully communicating with the users of tourism services. | | | |
| Learning outcomes | | | |
| Acquired and interconnected knowledge about basic concepts of psychology of tourism necessary for professional and competent performing of the role of tourism managers. | | | |
| Syllabus | | | |
| <i>Theoretical and Practical instruction</i> | | | |
| Psychology of tourism – introduction; Categories of tourists (by age, gender, social status and education); Interests and motivation of different categories of tourists; Psychological aspects of tourist behaviour; Possible problems in communicating with different categories of tourists and ways of dealing with these problems constructively. | | | |
| Literature | | | |
| 1. Čomić, Đ. (1990): <i>Psihologija turizma, Turistička štampa, Beograd</i> | | | |
| 2. Rot, N. i Radonjić, S. <i>Psihologija</i> . ZUNS, Beograd, 2007. (str. 159 – 196, 265 – 287) | | | |
| 3. Valrabenštajn, K. <i>Odabrane teme iz psihologije turizma</i> . Autorizovana skripta, PMF, UNS | | | |
| Weekly teaching load 3 (45) | | | Other: |
| Lectures: 2 | Exercises: 1 | Other forms of teaching: | Student research: |
| Teaching methodology | | | |
| Plenary sessions and practical workshops with smaller groups of students. | | | |
| Grading method (maximal number of points 100) | | | |
| Pre-exam obligations | points | Final exam | points |
| Active participation in lectures | 0-5 | Written exam | |
| Practical instruction | 0-5 | Oral exam | 30-45 |
| Colloquia | 20-40 | | |
| Seminar(s) | 0-5 | | |