

<b>Level:</b> bachelor				
<b>Course title:</b> Tourism management				
<b>Status:</b> obligatory				
<b>ECTS:</b> 7				
<b>Requirements:</b> none				
<b>Learning objectives</b> Providing students with theoretical and practical classes and training them to solve problems related to tourism management and decision-making – which determine the results of the tourism and hospitality business.				
<b>Learning outcomes</b> Students should master the theoretical and practical knowledge in the field of management in tourism.				
<b>Syllabus</b> <i>Theoretical instruction</i> Analysis-management approach to defining the concept, importance and principles of management in general, with special emphasis on tourism and hospitality. Basic processes in management. Studying the development of management thought, the conceptual definition of process management and decision-making. The role of managers, with particular regard to the specifics of management in tourism and hospitality. The role of government in tourism. Management of small and medium enterprises in the tourism and hospitality industry. Strategic planning in the tourism and hospitality industry. Managing visitors' attractions. Management of tourist destinations.  <i>Practical instruction</i> Solving problems related to management and decision-making towards the effective management of tourism enterprises.				
<b>Weekly teaching load</b>				Other:
Lectures:	Exercises:	Other forms of teaching:	Student research:	