

Level: Bachelor				
Course title: : Economics of Tourism (T315)				
Status: obligatory				
ECTS: 6				
Requirements: none				
Learning objectives Acquiring knowledge about the theoretical and economic bases of tourism, general and basic economic principles and organization of tourism; Understanding the nature and diversity of the impact of tourism on the economy and the environment; Understanding the interdependence of different sectors that make up the social, cultural and economic dimension of tourism; Acquiring knowledge about the models of competitiveness of destinations and mathematical methods of forecasting tourism demand; Understanding the basis of tourism policy and strategy for tourism development.				
Learning outcomes Students should develop specific abilities to use instruments of economic policy in tourism, touristic evaluation of natural and cultural resources, planning the development of public and private sector in tourism, development of mathematical models of demands in tourism, research of tourism market, grading the competitiveness of a destination.				
Syllabus <i>Theoretical instruction</i> Characteristics of tourism as an economic activity; Social and economical importance of tourism; Tourism market and its characteristics (determinants of tourism offers and needs); Research of tourism market (segmentation of tourism market, mathematical methods for predictions of tourism needs); Models of competitiveness of tourist destinations and touristic evaluation methods of the natural and cultural resources; Tourism organization and basics of tourism policy, Tourism development strategies; The total relationship marketing in tourism (Stakeholders approach); Characteristics and development perspectives of international tourism; Features of tourism policies of some tourism-developed countries of Europe; Conditions and opportunities for tourism development in Serbia. <i>Practical instruction</i> Analysis of supply and demand of specific tourism destinations, the analysis of specific economic policies of the Government in tourism, analysis of strategies for tourism development in Serbia, analysis of case studies, group discussions on current economic issues in the field of tourism.				
Weekly teaching load 4(60)				Other: -
Lectures: 2	Exercises: 2	Other forms of teaching: -	Student research: -	