

Level: bachelor				
Course title: Congress tourism (T343)				
Status: elective				
ECTS: 5				
Requirements: None				
Learning objectives Skills for successful business in the field of planning and organization of associations and corporations events, as well as in the field of marketing congress venue and marketing destination for congress and business events.				
Learning outcomes Gaining basic theoretical knowledge in the field of congress tourism and practical knowledge and skills that will enable direct involvement in the process of organizing congresses and other similar events in convention centres, hotels and other venues suitable for this type of events. Involvement in the activities of tourism organizations and congress bureaus, related to the development of congress tourism at a destination.				
Syllabus <i>Theoretical instruction</i> The origins of congress industry, industry definitions, the benefits of congress industry. Development of congress tourism in the world. Development of congress tourism in Serbia and the region. International associations - ICCA, UIA. The leading congress destinations in the world. Characteristics of congress tourism market: demand side, supply side, market segmentation, seasonality of congress tourism, event frequency and duration, market trends. Association meetings. Corporation events. Key impacts of congress tourism. Congress tourism destination. Congress venues. Basic characteristics of convention centres in the world. Congress hotels. International hotel chains and congress tourism. Special venues for congresses. Congress destinations in Serbia. Marketing congress tourism destination. Convention bureau – definition, role and activities. Serbian Convention Bureau. Congress site selection. Human resources issues for congress industry. <i>Practical instruction</i> Visit to convention centres and hotels with conference rooms. Essays about specific congress tourism destinations. Students will have the opportunity to actively participate in planning and realization of congresses and similar events organized by the Faculty of Sciences and its partners. In this way, students gain practical knowledge in the field of organization of congresses and their impact on the development of tourism at a destination.				
Weekly teaching load				Other:
Lectures: 2	Exercises: 2	Other forms of teaching: 0	Student research: 0	