

Study Programme: PhD in Geosciences (Tourism)			
Level: PhD			
Course title: Leadership and motivation in tourism and hotel management			
Lecturer(s): dr Milena Nedeljković, dr Miroslav D. Vujičić			
Status: elective			
ECTS: 11			
Requirements: none			
Learning objectives			
The goal is acquiring knowledge in leadership and motivation as important aspects of human resources management and organizational behaviour. As contemporary approach of leadership theory suggests that leader-associate relation is important for a number of organizational outcomes (motivation, job satisfaction, organizational commitment), the objective of the course is getting familiar with classical styles of leadership, as well as with the principles of newer leadership theory the Leader-follower exchange theory, the correlation of leader-follower relation, and the specificity of this relation in tourism and hotel management.			
Learning outcomes			
Acquired knowledge should allow students an overview of a leadership process, which is determined by a personality of the leader together with other factors, among which the most important are the character of associates and the quality of the leader-associate relationship. In the service sector, in which the human factor is a dominant resource, and which is characterized by a high degree of emotional labour, the relation leader-associate has an especially important role in achieving a high quality of the service. Hence, this course will enable students for research in the areas of theory of leadership and motivation in the service sector in general. In addition, students will gain insight into certain aspects of theory of the quality of customer services in tourism and hotel management.			
Syllabus			
<i>Theoretical part</i>			
Responsibilities of leaders. Required qualities of leaders. Styles of leadership-situation leadership, transaction leadership, transformation leadership. Theory of exchange leader-follower and correlation between the leader-follower. Reconceptualization of managerial concepts of Douglas McGregor and their role in service sector. Emotional labour and motivation in the service sector.			
<i>Practical part</i>			
Preparation of seminar papers in the field of leadership and motivation.			
Recommended literature			
1. G. Heil, W. Bennis, D. Stephens, Douglas McGregor Revisited, John Wiley and Sons, 2000.			
2. J. Miller, J. Walker, K. E. Drummons, Supervision in the hospitality industry, Fifth edition, John Wiley and Sons, 2007.			
3. J. M. George, Emotions and leadership, The role of emotional intelligence, Human relations, 53(8)(2000), 1027-1055.			
Weekly teaching load		Lectures: 4(60)	Student research:
Teaching methodology			
Oral presentation, illustrative-demonstrative method			
Grading method (maximal number of points 100)			
Pre-exam obligations	points	Final exam	points
Seminar paper	50	Oral exam	50