

Study programme: Master in Tourism			
Level: Master			
Course title: Ethics and Tourism (MT101)			
Teacher: dr Aleksandra S. Dragin			
Status: obligatory for the module of Tourism; elective for the module Hotel Management			
ECTS: 6			
Requirements: None			
Learning objectives Gaining theoretical and practical knowledge in the field of business ethics (principles and norms). Pointing out the situations that involve various moral dilemmas. Introducing students to the concept of manipulation, which in tourism and hospitality is sometimes triggered by the tourists, business partners, colleagues, etc.			
Learning outcomes Critical thinking, academic level of the analysis of issues related to the business ethics, especially in the field of responsible tourism (in accordance with the environment, company, costumers etc.) - general and specific skills.			
Syllabus <i>Theoretical instruction</i> Basic concepts of ethics (definition and classification); basic concepts of business ethics (principles, codes, etc); basic concepts of ethics and various cultures (Etiquette and differences in business behaviour in the world); basic concepts of business ethics and tourism / hospitality (ethical standards: habits, customs, conventions, protocol - UNWTO, organizational business climate and ethics); human rights, manipulation, mobbing, etc. <i>Practical instruction</i> Cooperation with institutions and organizations in tourism and hospitality industry - conducting research in the topic of business ethics (principles, codes, dealing with moral issues, etc).			
Literature: 1. Bebek B., Kolumbić A. 2000. Poslovna etika, Sinergija, Zagreb. 2. Marković M. 2005. Poslovne komunikacije i poslovni bonton, Clio, Beograd 3. Robinson, D. 2000. Poslovni bonton, Grmeč - Privredni pregled, Beograd. 4. Dragin, A., Petrović, M. 2010. Ethical behaviour of tourists in foreign countries, Kongres geografa Srbije, PMF - Novi Sad, Geografski fakultet – Beograd, Srpsko geografsko društvo. 5. UNWTO. 1999. Etics in Tourism. Procedures for consultation and conciliation for the settlement of disputes concerning the application of the Global Code of Ethics for Tourism, Secretariat of the World Committee on Tourism Ethics - Ethical, Social and Cultural Affairs Unit World Tourism Organization (WTO), Madrid.			
Weekly teaching load			4 (60)
Lectures: 2	Exercises: 2	Other forms of teaching: /	Student research: /
Methods of Teaching: Lectures, Illustration and Demonstration Practical skills			
Knowledge score (maximum 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Practical skills	0-5	Oral examination	30-45

Colloquia	20-40	
Seminar paper	0-5		