

<b>Study programme: Master in Tourism</b>			
Level: master			
<b>Course title: Principles and methods of tourism evaluation (MT206)</b>			
<b>Teacher: dr Kristina T. Košić</b>			
<b>Status:</b> elective for the modules Tourism and Hunting Tourism			
ECTS: 6			
<b>Requirements:</b> none			
<b>Learning objectives</b> The goal of this course is to introduce students to the scientific work in the field of tourism evaluation.			
<b>Learning outcomes</b> Training students in the field of tourism evaluation. Acquiring knowledge for evaluation of tourist values.			
<b>Syllabus</b> <i>Theoretical instruction</i> Dimensions of attractiveness. Rating attractiveness of natural and cultural resources from the perspective of their internal values and potential market appeal (competitiveness with close destinations and trends in tourism development). Infrastructure and supra-structural capacity for tourism development. The assessment of the possible scope of tourism development (private business and the public sector). Model Tourism Development of the World Tourism Organization. <i>Hilary du Cros Model</i> in assessing the potential of cultural tourism resources. Stakeholder approach to tourist evaluation using analytic hierarchy process.  <i>Practical instruction</i> Application of the evaluation method processed on specific destinations in order to determine their tourist value and provide the guidelines for development of tourism in a given destination.			
<b>Literature:</b> 1. Хаџић, О. и др. (2005): Културни туризам, Универзитет у Новом Саду, Природно-математички факултет, Департман за географију, туризам и хотелијерство Нови Сад. 2. Leiper, N. (1990): Tourist Attraction Systems, Annals of Tourism Research, 17 (3), 379-381 3. A. A: Lew, (1987): A Model of Tourist Attaraction Research, Annals of Tourism Research, 14, 553-575.			
<b>Weekly teaching load</b>			<b>4 (60)</b>
Lectures: 2	Exercises: 2	Other forms of teaching:	Student research:
Other:			
<b>Methods of Teaching:</b> Lectures, Illustration and Demonstration Practical skills			
<b>Knowledge score (maximum 100 points)</b>			
<b>Pre-examination assignments</b>	points	<b>Final examination</b>	points
Activities during lectures	<b>0-5</b>	Written examination	
Practical skills	<b>0-5</b>	Oral examination	<b>30-45</b>
Colloquia	<b>20-40</b>	.....	
Seminar paper	<b>0-5</b>		