

Study programme: Master in Tourism
Level: master
Course title: Marketing research in tourism (MT218)
Teacher: dr Nevena, J. Ćurčić
Status: Obligatory for module of Tourism Management; optional for modules of Hotel Management and Hunting Tourism
ECTS: 6
Requirements: previously passed course in basic studies in Tourism Marketing
<p>Learning objectives</p> <p>Gaining knowledge in the field of research methods and techniques of marketing in tourism, construction and marketing of a comprehensive information system, without which there is no relevant decision-making.</p>
<p>Learning outcomes</p> <p>Students will gain knowledge of basic needs, elements and importance of marketing research in tourism. Learning through concrete examples of commonly applied methods of marketing research, supporting the entire process of planning, preparation, execution, data processing and data interpretation. Research in the context of marketing information systems. Students trained in the organization, implementation and management of marketing research in tourism.</p>
<p>Syllabus</p> <p><i>Theoretical instruction</i></p> <p>The importance of marketing research. Typology of marketing research. Holders of marketing research. The process of marketing research. Characteristics of successful marketing research. New opportunities in the field of marketing research. Programming of research activities. Sources of data for marketing research (the primary and secondary data, survey and research panels, experimental methods, data analysis). Sampling (concept and importance sampling, determination of sample size, sample type). Analysis, interpretation and forecasting. Creating a report conducted by marketing research. The problem of measurement in marketing research. Defining control marketing activities and some of its features. Management of marketing research (the role of managers and marketing researchers, costs and budgeting marketing research, marketing research organizations). Components of marketing information systems. The objectives of marketing information systems. Development and implementation of marketing information systems. The organizational context of marketing information systems.</p> <p><i>Practical instruction</i></p> <p>Review of domestic and foreign literature resources and content on the websites. Students need to find different methods of marketing research applied to specific research, as well as to carry out independent research and apply methods in form of the case studies.</p>
<p>Literature:</p> <ol style="list-style-type: none"> 1. Salai S., Božidarević D. (2001): Marketing istraživanje – informaciona osnova marketing menadžmenta, Savremena administracija, Beograd. 2. Daniel R. Fesenmaier, Joseph T. O'Leary, Muzaffer Uysal (1996): Recent advances in tourism marketing research, The Haworth Press, Inc., NY, USA. 3. Aker D., Kumar V., Dej Dž. (2008): Marketinško istraživanje, za izdanje na srpskom Ekonomski fakultet, Beograd.

Additionally literatures

1. Veljković S. (2008): Marketing usluga, EF, Beograd.
2. Senić R., Senić V. (2008): Menadžment i marketing usluga, Prizma, Kragujevac.
3. Muzaffer Uysial (1994): Global tourist behavior, Routledge.
4. W. Fred van Raaij (1986): Consumer research on tourism mental and behavioral constructs, Annals of tourism reserah, Vol. 13, Issue 1, p. 1-9.
5. David Shih (1986): VALS As A Tool of Tourism Market Research: The Pennsylvania Experience, Journal of travel research, Vol. 24, No. 42-11.

Weekly teaching load			4(60)	Other:
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			