

Study programme: Master in Tourism			
Level: master			
Course title: Development factors of city tourism (MT225)			
Teacher: dr Snežana V. Besermenji			
Status: elective for all modules			
ECTS: 6			
Requirements: None			
Learning objectives: To teach students about the city development policy, which should be in accordance with the sustainable development of the city, and important segments of continental tourism.			
Learning outcomes: Knowledge about city tourism as the most important tourist product of the Republic of Serbia, and its elements of pleasure.			
Syllabus <i>Theoretical instruction:</i> Sustainable city development. City as a patron and an investor. Promoting of management methods, which are in charge of sustainable development. Landscape planning. Cultural city funds. Politics, processes and practice in urban tourism. Management of visitors and resources in a city. Happenings as a national tourist product.			
Literature: 1. Duncan Tyler, Yvonne Guerrier, and Martin Robertson (1998): <i>Managing Tourism in Cities: Policy, Process and Practice</i> , J. Wiley in Chichester, New York. 2. Charles Landry (2000): <i>The Creative City</i> . Publisher: Earthscan Ltd (1 May 2000). Language English.			
Weekly teaching load			4 (60)
Lectures: 2	Exercises: 2	Other forms of teaching: /	Student research: /
Other:			
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		