

Study programme: BAS Tourism			
Course title: : Introduction to tourism (T101a)			
Teacher(s): dr Snežana V. Besermenji			
Status: Obligatory			
ECTS: 6			
Requrements: None			
Learning objectives: Teaching students about the development of tourism and differences between the contemporary tourism and similar phenomena from the past. To define tourism and basic principles and conditions for development of tourism.			
Learning outcomes: Acquiring knowledge about the motivation and factors of tourist movements, types of tourist movements. Knowledge about the factors of tourist offer will enable students to understand the learning content of specialized tourist subjects during the senior years. Indirectly, it will be useful at work.			
Syllabus: <i>Theoretical part:</i> Notion of tourism. Differences between the contemporary tourism and similar phenomena from the past. Period of tourism for the privileged classes (Ancient Greece, Ancient Rome, Appearance of Christianity, Disappearance of feudalism and predomination of the middle class). Contemporary tourism (Beginnings and spreading of tourism, New transport possibilities and their influence on tourism, Accommodation capacities and their transformations, Appearance of tourist resorts, Tourist organizations and appearance of state authorities in tourism, Development of tourism after The 1st World War, International tourist organization). Development of international tourism (Beginnings and research in tourism and forming of the specialized scientific disciplines, Subject of tourism research, Explorations of tourist movements, Functions of modern tourism, Non-economical functions, Economical functions, Tendencies in market demands). Contemporary tourism in the Republic of Serbia and development strategy. <i>Practilac part:</i> Theoretical and practical lectures on Tourism Marketing, YUTA, Branding and brands of Serbia, AMADEUS, Travel agencies etc. Theoretical assumptions and practical work through interactive classes, based on analysing the case studies.			
Literature: Snežana Besermenji (2008): Uvod u turizam. Prirodno matematički fakultet, Departman za geografiju, turizam i hotelijerstvo, Novi Sad. CIP-Katalogizacija u publikaciji Biblioteka Matice srpske, Novi Sad 338.48 (075.8), COBISS.SR-ID 236004615 Lary Dwyer, Peter Forsyth, Wayne Dwyer (2010): Torism economics and policy. Channel view publication. ISBN 9781845411527			
Weekly teaching load: 5 (75)		Lectures: 3	Exercises: 2
Methods of Teaching: Lectures, Illustration and Demonstration, Practical skills, Heuristics, Work in groups.			
Grading method: 100 points			
Pre-examination assignments		points	Final examination points

Activities during lectures	0-5	Written examination	
Activities during exercises	0-5	Oral examination	30-45
Colloguia	20-40	
Seminar paper	0-5		