

<b>Study programme(s):</b> BAS Tourism			
<b>Course title:</b> Psychology of tourism			
<b>Lecturer:</b> <a href="#">Jovanović Tamara, PhD</a>			
<b>Status:</b> elective			
<b>ECTS:</b> 5			
<b>Requirements:</b> non			
<b>Learning objectives</b> The goal of this course is to supply future managers of tourism with the basic knowledge about categories, motivation and behaviour of tourists and also about the ways of successfully communicating with the users of tourism services.			
<b>Learning outcomes</b> Acquired and interconnected knowledge about basic concepts of psychology of tourism necessary for professional and competent performing of the role of tourism managers.			
<b>Syllabus</b> <i>Theoretical part:</i> Basic concepts in tourism and psychology and their relationship, Research methods in tourism, Theories of tourist’s motivation, Personality and tourist behavior, Tourist satisfaction, Attitudes and tourist behavior, Individual values and tourist behavior, Destination brand, Model of tourist behavior and experience.  <i>Practical part:</i> Determining and analyzing tourist motivation, The effect of stereotypes and prejudices on tourist behavior, Preferences and selection of travel destinations, Destination image, Mental images and cognitive maps of tourists, Tourist’s propaganda – the perception of tourist offer, Evaluation of a tourism object, Constructive communication with tourists.			
<b>Literature</b> Pearce, P. L. (2005). <i>Tourist behaviour: Themes and conceptual schemas</i> . Clevedon: Channel View. Ross, G. F. (1998). <i>Psychology of tourism (Australian Studies in Tourism)</i> . Melbourne: Hospitality Press.			
<b>Weekly teaching load</b> 3 (45)		<b>Lectures</b> 2	<b>Exercises</b> 1
<b>Methods of Teaching</b> Lectures, Illustration and Demonstration, Practical skills			
<b>Grading method (maximum 100 points)</b>			
<b>Pre-examination assignments</b>	points	<b>Final examination</b>	points
Activities during lectures	<b>0-5</b>	Written examination	
Activities during exercises	<b>0-5</b>	Oral examination	<b>30-45</b>
Colloquia	<b>20-40</b>	.....	
Seminar paper	<b>0-5</b>		