

Academic programme/Academic programmes: Basic academic studies-Tourism			
Type and level of studies: Basic academic studies			
Name of the course: Tourism and hotel management (T211)			
Lecturer (Name,middle name,surname): PhD Svetlana M. Vukosav , PhD Lukrecija L Djeri			
Status of the course: Oblatory course common for all modules			
Number of ECTS: 7			
Requirements: none			
Learning objectives The aim of the course in Management in tourism and hotel industry is to educate students, through both academic and practical teaching, to solve problems connected to management in tourism and hotel industry, as well as to make decisions the result of which influences the business results of tourist and hotel enterprises.			
Learning outcomes After successful completion of this course, a student is capable of using their knowledge in the field of Management in tourism and hotel industry; capable of defining the concept of this field and identifying all the segments of management in tourism and hotel industry. Additionally, a student can make decisions independently and address the problems of management in tourism and hotel industry.			
Syllabus <i>Theoretical instruction</i> 1. Analysis of the approach to management-defining the concept, significance and principles of management in general, with a special view of tourism and hotel industry. 2. Basic processes and functions in management and their application in tourism and hotel industry. 3. Study of the development of the management concept, together with conceptual defining of the management process and decision making. 4. The role of a manager, with a special view of management specificities in tourism and hotel industry. 5. The role of a state in development of tourism and hotel industry. 6. Management of small and medium enterprises in tourism and hotel industry. 7. Management of customer relations in tourism and hotel industry. 7. Phases of the strategic planning in tourism and hotel industry. 8. Management of the visitors' attractions. 9. Management of the tourist destination. <i>Practical instruction: Seminars, Other forms of teaching, Academic research work</i> There have been used practical examples to solve problems connected to making manager's decisions in order to efficiently manage tourist and hotel enterprises, as well as to analyze the case studies from managers' practice in tourist and hotel enterprises.			
Literature <ol style="list-style-type: none"> Page, S., (2011): Tourism management, Elsevier/Buterworth/Heinemann, London. Weaver, D., Lawton, L., (2014): Tourism Management, John Wiley and Sons, Australia Barrows, C. Powers, T., Reynolds, D, (2012): Introduction to management in hospitality industry, John Wiley and Sons, Australia 			
Number of active teaching lessons			5(75)
Lectures: 3	Seminars: 2	Other forms of teaching: -	Academic research work: -
Teaching methods Lectures, computer presentations, using website-a, seminar papers presentations, practical training in enterprises.			
Mark (maximum 100 points)			
Pre-exam obligations	points	Final exam	points
Activity during lectures	0-5	Written exam	
Practical teaching	0-5	Oral exam	30-45
Test(s)	20-40	
Seminar paper(s)	0-5		