

Study programme: BAS Tourism				
Course title: Travel agencies business (T402)				
Teacher(s): dr Vanja M. Dragičević				
Status: compulsory for modules Tourism and Hunting Tourism, elective for module Hotel Management				
ECTS: 7				
Requirements: None				
Learning objectives Becoming familiar with the basic concepts, business instruments and business operations in travel agencies and tour operators' management. Acquiring knowledge in the field of creating travel products and services (package travel) by travel agencies and tour operators. Analysis of specificity in the performance of business operations in travel agencies and tour operators, analysis of current trends in the business of these companies in the tourism market and analysis of new competitive strategies and future trends.				
Learning outcomes Gaining the basic theoretical knowledge in the field of travel agencies and tour operators' business, as well as gaining practical knowledge and skills necessary to work in these enterprises.				
Syllabus <i>Theoretical part</i> Development and role of travel agencies on the tourism market. Basic characteristics and functions of travel agencies and tour operators. Package travel (types of package travels, creation, selling and promotion of package travels, package travel performance, operations at a destination). Changes on the tourism market and contemporary trends in travel agency and tour operators' business. <i>Practical part</i> Practical work in travel agencies and tour operators, in offices of transport companies (air carriers, rail transport, bus companies) and in national tourist organization, as well as in tourist organizations of regional and local character.				
Literature 1. Dragičević, V. (2013). Poslovanje turističkih agencija (skripta), PMF, Novi Sad. <i>Additional Literature</i> 2. Vukonić, B. (2003). Turističke agencije, Mikrorad, Zagreb. 3. Sinclair, M.T., Stabler, M. (2002). The Economics of Tourism, Routledge, London.				
Weekly teaching load				5 (75)
Lectures: 3	Exercises: 2	Other forms of teaching: 0	Student research: 0	Other:
Methods of Teaching: Lectures, Illustration and Demonstration, Practical skills				
Grading method (maximum 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	
Colloquia	20-40		
Seminar paper	0-5			