

<b>Study Program: MSc Management in Tourism</b>			
<b>Course Title: Project Management in Tourism and Hospitality</b>			
<b>Lecturer: Miroslav D. Vujčić</b>			
<b>Course Status: Mandatory (Module: Management of Cultural Tourism and Cultural Heritage)</b>			
<b>ECTS Credits: 6</b>			
<b>Prerequisites: none</b>			
<b>Course objective:</b> The aim of the course is for students to acquire theoretical and practical knowledge in the field of EU funds and project management in tourism. Students will develop skills in identifying and preparing project proposals, financial planning, implementation, control, monitoring, evaluation, and reporting for projects funded by EU funds in the field of tourism. Special emphasis will be placed on understanding and applying different methodologies, such as the Logical Framework Approach, Logical Matrix, and PM2 methodology in project management. Through theoretical and practical instruction, students will develop competencies for analyzing available EU funds in tourism, their specific features, and the opportunities they offer, creating and adapting project proposals according to EU fund requirements and criteria, as well as using tools and methodologies in different phases of the project cycle, including problem analysis, goal analysis, stakeholder analysis, activity and resource planning, risk assessment, and quality management.			
<b>Course outcomes:</b> Upon completion of the course, students will be able to: (1) Understand the basic concepts and principles of EU funds and their significance for tourism development, (2) Identify and analyze available EU funds in tourism and their specific characteristics, (3) Develop and structure project proposals in the field of tourism, (4) Apply the Logical Framework Approach and understand problem, goal, and stakeholder analyses, (5) Plan activities, resources, costs, and create a project budget, (6) Apply effective promotion and communication strategies with the environment, (7) Conduct effective monitoring, evaluation, and reporting, using sustainability indicators and measuring results, (8) Apply the PM2 methodology for project management.			
<b>Course content:</b> <i>Theoretical Instruction:</i> Basic concepts and principles of EU funds. The importance of funds for tourism development. Overview of available EU funds in tourism and their specific features. The process of identifying and preparing project proposals in tourism. Development and structure of project proposals. Logical Framework Approach. Problem analysis. Goal analysis. Stakeholder analysis. Logical framework matrix. Activity planning. Resource planning. Cost planning and budget creation. Risk assessment. Project promotion – environmental relations. Quality assurance (monitoring, evaluation – internal quality assurance process, audit). Measuring results (effectiveness and efficiency). PM2 project management methodology: Overview of PM2 methodology (Project lifecycle; Phase triggers; Key artifacts). Project organization and roles. Initiation phase. Planning phase. Implementation phase. Monitoring and control. Closing phase.  <i>Practical Instruction:</i> Identification of project ideas in tourism. Search and analysis of open calls. Development and structuring of project proposals according to EU funds. Creation of problem and goal trees. Stakeholder analysis. Development of a logical framework matrix. Planning activities, resources, costs, and creating a budget. Defining quantitative and qualitative indicators for project monitoring and evaluation. Risk analysis. Project plan development. Presentation of project proposals.			
<b>Recommended literature</b> <b>Primary literature:</b> 1. Преглед методологије за управљање пројектима PM2, Аутори ПМ <sup>2</sup> Водича и методологије: Kourounakis Nicos & Maraslis Athanasios – Отворен приступ публикацији 2. Đuričin, D., Lončar, D. (2019). Menadžment pomoću projekata. Centar za izdavačku delatnost, Ekonomski fakultet Beograd, Beograd. <b>Additional literature:</b> 3. Петар Јовановић (2012). Управљање пројектом. Висока школа за пројектни менаџмент. Зухра: Београд. 4. Radoslav Avlijaš, Goran Avlijaš (2022). Upravljanje Projektom. Univerzitet Singidunum, Beograd.			
<b>Number of Contact Hours: 6</b>	<b>Theoretical Instruction: 3</b>	<b>Practical Instruction: 2+0+1</b>	
<b>Teaching Methods</b> a) Oral presentation method; b) visual presentation method; c) Discussion method; d) Textual method; e) Illustrative-demonstrative methods (Internet searches and standard library documentation, on defined topics).			
<b>Knowledge Assessment (Maximum 100 points)</b>			
<b>Pre-exam Obligations</b>	Points	<b>Final Exam</b>	Points
Class participation	0-5	Written Exam	/
Practical classes	0-5	Oral Exam	30-45

Project assignment	<b>20-45</b>		
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