

Course title: International Tourism			
Lecturer: Svetlana Mihic			
Course status: Elective, Second Semester			
ECTS: 6			
Requirements: none			
Course aim For the students to become aware of the current state of development of tourism and, through the indicators of the tourist turnover and consumption, to analyze the relations and effects of business operations in tourism as the most important branch service sector.			
Course outcome Understanding the current degree of development in the industry, as it has been called for a number of years, and which characterizes the 20th and 21st century with its economic and other effects.			
Course content <i>Theory classes:</i> The role and importance of tourism as a modern mass phenomenon. Globalization and the impact on tourism. The scope, dynamics and structure of the tourist turnover and consumption on the international scale, as well as the individual tourist regions. Indicators of development in tourism are chosen on the basis of the importance of tourist destinations and they encompass the main indicators of the degree of development and functioning in the hotel and restaurant business, tour operators and other subjects in the tourist offer. The traits of modern business politics in the hotel and restaurant business and in the travel arrangement business. Business connections (horizontal, vertical and conglomerate), prospects of tourism development, strategic directions and expected results of the business politics in the hotel and restaurant business and in the travel arrangement business. <i>Practice classes</i> Presentation of seminar papers, discussion.			
Recommended Literature: 1. N.K. Malhotra, D.F. Birks, <i>Marketing Research: An Applied Approach</i> , 2012. 2. G. Hooley, J. Sounders, N.F. Piercy, <i>Marketing Strategy and Competitive Positioning</i> , 2012. 3. Ph. Kotler, K. Keller, <i>Marketing Management</i> , 13th Edition, 2011.			
Number of active teaching classes:	Theory classes: 2	Practice classes: 2	
Teaching methods: Lectures, consultations, discussions, studying specific problems, presentations of research and seminar papers.			
Knowledge assessment			
Pre-exam	points	Final exam	points
In-class activity	10	written exam	-
practice classes	10	oral exam	30
mid-term tests	20+20	
seminar papers –pismeno/usmeno	5+5		