

**(Table 5.2) Course unit description**

Study program: Economics			
Type and level of studies: Doctoral studies			
<b>Course unit: Strategic Management in Tourism</b>			
<b>Teacher in charge: Radosavljević Ž. Gordana, Slavković S. Marko</b>			
Language of instruction: English			
ECTS:			
Prerequisites:			
Semester: III			
<b>Course unit objective:</b>			
The objective of the course is to provide students with knowledge of the concepts and tools used in strategic management in the field of tourism. In addition, the goal is to develop skills in identifying different problems and opportunities from the internal and external environment of businesses in tourism. Introducing students with strategic management tasks that include a much wider field of finding or creating new markets such as formulating strategic goals, analyzing a tourist position, selecting an appropriate strategy, and so on.			
<b>Learning outcomes of Course unit</b>			
Acquiring the necessary knowledge and skills for making strategic management decisions in tourism. Understanding all relevant factors from the internal and external environment that affect the company's business performance in tourism. Training students for the application of models, techniques and tools in real situations that arise in the field of strategic management in tourism. Development of multidisciplinary competences related to tourism development and management of enterprises in tourism.			
<b>Course unit contents</b>			
<ul style="list-style-type: none"> <li>• Trends in tourism</li> <li>• Strategic planning in tourism</li> <li>• Assessment and selection of business strategies</li> <li>• Human resource management issues</li> <li>• Management functions in tourism</li> <li>• Strategic quality management</li> <li>• Models of demand forecasting in tourism</li> <li>• Management in international tourism</li> <li>• Strategic control</li> <li>• Ethical issues and social responsibility in tourism</li> </ul>			
<b>Literature</b>			
<ul style="list-style-type: none"> <li>• Mountinho, L., Strategic Management in Tourism, CAB International, 2011.</li> <li>• Beech, J., Chadwick, S., The Business of Tourism Management, Prentice Hall, 2006</li> <li>• Page, S., Tourism Management, Elsevier, 2009</li> <li>• Holloway, C., The Business of Tourism, Prentice Hall, 2002</li> </ul>			
<b>Number of active teaching hours</b>			<b>Other classes</b>
Lectures 6	Practice	Other forms of classes	
<b>Teaching methods</b>			
<b>Examination methods (maximum 100 points)</b>			
<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>
Student's activity during lectures	10	20	
practical classes/tests	40		
Seminars/homework	30		
Project			
Other			

<b>Grading System</b>		
<b>Grade</b>	<b>Bo. Of Points:</b>	<b>Description</b>
<b>10</b>	<b>91-100</b>	Excellent
<b>9</b>	<b>81-90</b>	Exceptionally good
<b>8</b>	<b>71-80</b>	Very good
<b>7</b>	<b>61-70</b>	Good
<b>6</b>	<b>51-60</b>	Passing
<b>5</b>	<b>0-50</b>	Failing