

Study program: Hotel Management and Tourism				
Type and level of studies: Bachelor studies, first level				
Course unit: Business Tourism				
Teacher in charge: Darko Dimitrovski, PhD				
Language of instruction: English				
ECTS: 8				
Prerequisites: N/A				
Semester: Seventh				
Course unit objective				
Aim of course is to introduce students to activities related to the development of business tourism in order to acquire skill and competencies to be capable to respond to the increasing dynamics of the business. Increasing competition in the tourism market requires well-informed and trained personnel to promote and present the advantages of convention bureaus and cities, business fairs and events in the domestic and foreign markets.				
Learning outcomes of Course unit				
It is expected that after the realization of the course, students will be able to actively engage in the business tourism activities, or to be specific, to get involved in the work of convention centers and bureaus, as well as to plan, realize domestic and foreign business events gatherings.				
Course unit contents				
The definition of business tourism, typology, structure and problems				
Historical development of business tourism				
Aspect of demand for business tourism				
Aspect of supply in business tourism				
The role of destinations in business tourism				
Impact of business tourism				
Physical infrastructure of business tourism				
Human resources in business tourism				
Marketing of business tourism				
Organization of events related to business tourism				
Conferences, congresses, conventions, fairs and incentive trips as a type of business events				
Literature				
1. Davidson, R. (2018). <i>Business events</i> . Routledge.				
2. Fenich, G. G. (2014). Planning and management of meetings, expositions, events and conventions. Pearson Higher Ed.				
3. Rodgers, T. (2013). Conferences and Conventions. A global industry. Routledge, Abingdon.				
Number of active teaching hours				Other classes
Lectures: 3	Practice: 3	Other forms of classes: /	Independent work: /	/
Teaching methods				
Lectures and exercises, case studies approach, consultations for exam preparation, preparation of seminar papers, study visits and experiential learning				
Examination methods (maximum 100 points)				
Exam prerequisites	No. of points:	Final exam	No. of points:	
Student's activity during lectures	10	oral examination	30	
practical classes/tests	/	written examination	40	
Seminars/homework	20	Other		
Grading system				
Grade	No. of points		Description	
10	91-100		Excellent	
9	81-90		Exceptionally good	
8	71-80		Very good	
7	61-70		Good	
6	51-60		Passing	
5	0-50		Failing	