

(Table 5.2) Course unit description

Study program: Tourism Management				
Type and level of studies: Master academic studies (Postgraduate academic studies, 1 st level)				
Course unit: Current Trends in Tourism				
Teacher in charge: Stanisišić S. Tanja				
Language of instruction: English				
ECTS: 8				
Prerequisites: No special prerequisites				
Semester: I				
Course unit objective				
Introducing students to new trends in tourism, changes in the global tourism market, new technologies and the impact of global economic relations on a constant volatility of tourism. To familiarize students with contemporary forces affecting tourism in general, as well as tourism demand and tourism supply. Analysis of the impact of negative events in the development of modern tourism. Consideration of the complexity of the tourism phenomenon and the qualitative and quantitative changes of modern tourism.				
Learning outcomes of Course unit				
Training of students to successfully identify and monitor current problems and trends in the global tourism market. Identification and valorization of possible changes in the future development of world tourism. Determination of the optimal impact of tourism on all aspects of socio-economic life, and finally, in economic terms, finding relevant opportunities for development of tourism in all parts of the world.				
Course unit contents				
<i>Theoretical classes</i>				
Tourism today: Tourism as a global phenomenon				
New forces affecting tourism – globalization, inequality and the developed and developing world				
Characteristics and perspective of movements in the global tourism market				
Contemporary tourism demand				
Contemporary tourism supply				
Accommodation and hospitality services				
The economic impact of tourism				
The environmental impact of tourism				
The socio-cultural impact of tourism				
Travel and sustainability				
The impact of negative events on tourism				
The future of tourism				
<i>Practical classes</i>				
Case studies, discussions, individual research of students (seminars with presentations), group work of students (projects and presentations).				
Literature				
Page, S. (2009). Tourism Management: Managing for Change. England: Elsevier.				
Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2018). Tourism, Principles and Practice. England: Pearson Education Limited.				
Number of active teaching hours				Other classes
Lectures: 2	Practice: 2	Other forms of classes:	Independent work:	
Teaching methods				
Traditional lecturing, seminars, individual and team activities, interactive methods in order to promote the active participation of students through discussion, analysis of practical examples.				

Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	oral examination	
practical classes/tests	40	written examination	30
Seminars/homework	20	
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	