

Study program: Gastronomy Management			
Type and level of studies: Undergraduate academic studies			
Course unit: Principles of Hospitality and Tourism			
Teacher in charge : Lazarević Sonja			
Language of instruction: English			
ECTS: 8			
Prerequisites: No special prerequisites			
Semester: WS			
Course unit objective			
To enable students to acquire theoretical and practical knowledge about sustainable tourism and hospitality, which are necessary for successful business, business development and expansion of entrepreneurial spirit and business culture. In particular, to familiarize students with contemporary trends in the development of key tourism products related to contemporary trends in hotel industry in the EU countries and Serbia.			
Learning outcomes of Course unit			
After the realization of the content of the course, it is expected that students will be able to identify the needs of tourism development and hotel management and to animate economic entities and social groups for independent creation of original strategies at the local community level.			
Course unit contents			
<i>Theoretical classes</i>			
Aspects of studying tourism; Anthropological and sociological basics and aspects of tourism; Natural, spatial-environmental and anthropogenic factors in tourism; Humanistic and social values of tourism; Culture and tourism; Economic importance and role of tourism; Traffic, communication, institutional and organizational factors of tourism development; Types of tourism; Functions of tourism; The concept of sustainable tourism; Ecological responsibility of tourism; Tourist destinations; Personnel management in tourism; Types of tourism products; Competitiveness and expected changes in modern tourism; Organizational forms of providing services in tourism; Catering facilities; Catering-hotel companies; SMEs in hotel industry, transport, trade and tourism; Contemporary trends in hospitality; Quality management in tourism and hospitality; Animation and modern technologies in hospitality and tourism; Strategy and policy of tourism and hospitality development in the EU countries.			
<i>Practical classes</i>			
Case studies, discussions, individual research of students (seminars with presentations), group work of students (projects and presentations).			
Literature			
C. Cooper, J. Fletcher, D., Fyall, A., Gilbert, D., Wanhill, S. (2008). Tourism, Principles and Practice. England: Pearson Education Limited.			
Kochhar , B. K. (2011). Principles of Hospitality and Tourism Management. Delhi: Cyber Tech Publications.			
Number of active teaching hours			Other classes
Lectures: 3	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	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

(Table 5.2) Course unit description