

(Table 5.2) Course unit description

Study program: Hotel and Tourism Management			
Type and level of studies: DAS			
Course unit: Tourism Policy and Planning			
Teacher in charge: Miljan Leković; Nemanja Pantić			
Language of instruction: English			
ECTS: 15			
Prerequisites: No special prerequisites			
Semester: WS			
Course unit objective			
Introducing students with the basic postulates of tourism policy and planning, which represent the starting point of the thinking process in the development of tourism. Students will be familiarised with the goals, instruments and actors of tourism policy, the challenges of tourism policy during the COVID-19 pandemic and the principles, phases and models of tourism planning.			
Learning outcomes of Course unit			
Training students for macroeconomic conceptualization of tourism activity. Acquired basic knowledge about tourism policy and planning. Understanding the role of the state and international institutions and organizations in shaping tourism policy and tourism development. Training students to work in national and international institutions that manage tourist flows. Understanding the importance of tourism policy and planning in all times and especially in times of crisis.			
Course unit contents			
<i>Theoretical classes</i>			
Concept, types and elements of economic policy; Theoretical concepts of economic policy; Tourism policy as a form of economic policy; Development of tourism as the main goal of tourism policy; Direct and indirect measures to support the development of tourism; Tourism policy makers at supranational, national, regional and local levels; Challenges of tourism policy during the COVID-19 pandemic; Tourism policy of the Republic of Serbia; SWOT analysis of tourism in the Republic of Serbia as a basis for defining tourism policy; Challenges of tourism policy in the Republic of Serbia during the COVID-19 pandemic; Tourism development planning; Trends in the tourism market as a starting point for tourism development planning; Tourism development planning in destinations; Planning models in tourism; Sustainable tourism development planning.			
<i>Practical classes</i>			
The practical lessons follow the theoretical lessons methodically and thematically. By reviewing domestic and foreign literature as well as internet content, the students approach the solution of work tasks that are reflected in the analysis of real problems faced by tourism policy makers at supranational, national, regional and local levels. After the successful implementation of the work tasks, students present the results of the research under the implicit control and support of the subject teachers.			
Literature			
Morpeth, N. D., Yan, H. (2015). <i>Planning for tourism: Towards a sustainable future</i> . CABI Tourism Texts.			
Travis, A. S. (2011). <i>Planning for Tourism, Leisure and Sustainability: International case studies</i> . CABI Publishing.			
Number of active teaching hours			Other classes
Lectures: 6	Practice: 4	Other forms of classes:	
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	30	written examination	30

Seminars/homework	30	
Project			
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	