

Tables 5.2. Courses specifications of the Study programmeme

Syllabus Overview

Tourism and Development Master studies

Introduction

| | |
|--|---|
| Study programme | Tourism and Development |
| Independent institution of higher education implementing the study programme | Educons University in Sremska Kamenica |
| Institution of higher education implementing the study programme | Faculty of Sport and Tourism, Novi Sad |
| Educational-scientific field | Social sciences and humanities |
| Scientific field | Management |
| Type of studies | Master studies |
| Workload in ECTS | 60 ETCS |
| Degree title | MA in management |
| Length of studies | One year (2 semesters) |
| Number of students in this study programme | 25 |
| Planned number of students to be enrolled in this study programme | 25 |
| Language of instruction | Serbian and English |
| Web-address with the data on the study programme | www.tims.edu.rs |

Msc - Tourism and development

| R.br. | Course title | Sem. | Number of classes per week | ESPB |
|------------|---|------|----------------------------|------|
| 1. | Contemporary Trends in Tourism | 1 | 3 (2+1) | 4 |
| 2. | Development Theory | 1 | 2 | 3 |
| 3. | Project Managing | 1 | 4 (2+2) | 6 |
| 4. | Research methods | 1 | 4 (2+2) | 6 |
| 5. | Tourism in Serbia | 1 | 3 (2+1) | 5 |
| 6. | Block of optional courses 1 (1 of 3 is chosen) | 2 | 4 (2+2) | 6 |
| | <i>Strategic Management</i> | 2 | 4 (2+2) | 6 |
| | <i>Socially Responsible Management</i> | 2 | 4 (2+2) | 6 |
| | <i>Applied Management of Information Systems</i> | 2 | 4 (2+2) | 6 |
| 7. | Block of optional courses 2 (1 of 4 is chosen) | 2 | 4 (2+2) | 6 |
| | <i>Global Integration Processes</i> | 2 | 4 (2+2) | 6 |
| | <i>European Union and Regional Policy</i> | 2 | 4 (2+2) | 6 |
| | <i>International Institutions for Development</i> | 2 | 4 (2+2) | 6 |
| | <i>Culture and Globalization</i> | 2 | 4 (2+2) | 6 |
| 8. | Competitiveness of Tourist Destinations | 2 | 3 (2+1) | 5 |
| 9. | Block of optional courses 3 (1 of 5 is chosen) | 2 | 4 (2+2) | 6 |
| | <i>Rural Tourism</i> | 2 | 4 (2+2) | 6 |
| | <i>Cultural Tourism</i> | 2 | 4 (2+2) | 6 |
| | <i>Active Tourism</i> | 2 | 4 (2+2) | 6 |
| | <i>Eco Tourism</i> | 2 | 4 (2+2) | 6 |
| | <i>Wellness Tourism</i> | 2 | 4 (2+2) | 6 |
| 10. | Project application for the Master's Thesis with the research | 2 | 2 (0+2) | 3 |
| 11. | Master's Thesis | 2 | 10 (0+10) | 10 |
| Total ESPB | | | | 60 |

Table 5.2 Course specifications

| |
|---|
| Study programme: Tourism and Development |
| Course title: Contemporary Trends in Tourism |
| Course Status: Obligatory |
| Number of ECTS: 4 |

| | | | |
|--|--------|-------------------|----------------------|
| Prerequisites: None | | | |
| Course objective: The aim of this course is to introduce students to current events in the world, global processes, policies and principles of development and the relationships of these global changes with tourism in the world. Also, the goal is to perceive and analyze positive and negative effects of the consequences of tourism development. Following the actuality of some phenomena in tourism, the goal of course is that students analyze current events, observed interdependence and study the policy of tourism development in the world. | | | |
| Course outcome Students will be able to recognize and accept changes in the global, national and local level and they will have developed skills, techniques and habits to tracking events in tourism. Students will be able to connect tourism with the environment as well as their interaction and they realize the dynamic changes in tourism development. Also, students will be able to observe the changes from positive perspectives and to anticipate the negative effects of these changes and to reduce the risk that they carry. | | | |
| Course content <i>Lectures</i> Introduction: Tourism in the world, key topics. Global processes and development policy in the world. Millennium Development Goals, achievements and place of tourism. Tourism as a system. Elements of the system. Definition of contemporary tourism. Internal factors - Changes in tourists habits, tips, behavior, flow. Behavior of tourists. Needs, communication, experiences, animation. Research the behavior of tourists. The consequences of tourism under the influence of external factors. Resources in tourism today. Tourism in global social processes (sensitivity and adaptation). Socio-political aspects of tourism. Safety in tourism. The dependence of tourism in relation to the impact of natural resources (sensitivity and adaptation). Cultural aspects of contemporary tourism. Tourism and local development. Tourism in global economic processes. Tourism and quality of life. Contemporary tourism product and service management. Tourism is a movement - change of conditionality; two ways of change. Tourism in the future. <i>Practical lessons</i> Interactive workshops on topics covered on the class. Interpretation of papers and discussions on the exposed subjects. | | | |
| Course reading list Tomka, D., Milošević, S. (2011). <i>Savremene tendencije u turizmu</i> , materijal za studente. Novi Sad: Fakultet za sport i turizam. Tomka, D., Jegdić, V. (2011). <i>Turizam i lokalni razvoj</i> , monografija. Novi Sad: Fakultet za sport i turizam. Moufakkir, O., Burns, P. (2012). <i>Controversies in Tourism</i> . Wallingford, Oxfordshire: CABI. Reports, newsletters, declarations of worldwide and regional organizations | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons: 1 |
| Teaching methods Lectures, exercises, discussions, analysis of case studies, seminars, work task with the presentation. | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 10 | Written exam | 31 |
| Practical lessons | 15 | Oral exam | 20 |
| Essey | 24 | | |

Table 5.2 Course specifications

| |
|---|
| Study programme: Tourism and development |
| Course title: Development Theory |
| Course Status: Obligatory |
| Number of ECTS: 6 |

| | | | |
|---|--------|-------------------|----------------------|
| Prerequisites: None | | | |
| Course objective The essential structural adjustment interpretation. Discussion of the economic, ecological and social problems of global development (discuss). For an outline of the challenges, along which the new path of development can be interpreted, - in particular tourism. Our primary objective is to highlight the development of human and territorial aspects. The introduction of the new development paradigm. The possibilities of integrating development and quality of life in tourism. The presentation of the growing society shaping role in the complex concept of tourism. | | | |
| Course outcome After the successful completion of the course, students will be able to detect the development of new trends. Following the intellectual interpretation of processes, they can successfully produce a professional development track within their territory of social movements. They will be able to predict the development competencies, and relying on their acquired complex knowledge, they implement them in their work-related territory, in the tourism. | | | |
| Course content <i>Lectures</i> The Understanding of evolution and its reinterpretation. The development of mainstream and alternative theories. Growth and / or development. The development indicators (indicator). Crises of Capitalism, or the return of Capitalism? Great Moderation. Possibilities/chances for development induction of international institutions. Global governance. Global development and environmental sustainability. The new development paradigm. The application of the new dimension of development: space-dimension. A comparison of the social and spatial dimensions. New role and potential of the state in inducing development. The state as a generator of development. The new management style: empowerment. Participation and decentralization. Development as freedom. <i>Practical lessons</i> Discussion of the presubmitted literature. | | | |
| Course reading list Pieterse, J.N. (2010). <i>Development Theory, Second Edition</i> . LA: SAGE. Available at: http://www.polsci.chula.ac.th/jakkrit/anthro/Development_Theory_files/Development%20Theory.pdf Srinivasan, T.N. (1994). Human Development: A New Paradigm of the Wheel? <i>The American Economic Review</i> , 84 (2). Todaro, M. & Smith, S. C. (2006). <i>Economic Development</i> , 11th ed. Boston: Addison Wesley. Acemoglu, D. & Robinson, J. (2012). <i>Why Nations Fail?</i> New York: Crowne Publishers. North, D. C. (2005). <i>Understanding the Process of Economic Change</i> . Princeton: Princeton University Press. Fujita, M., Krugman, P. & Venables, A. J. (ed). (1999). <i>The Spatial Economy. Cities, Regions, and International Trade</i> . London: MIT Press. | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons: 2 |
| Teaching methods Lecture and discuss. | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 25 | Written exam | |
| Practical lessons | 24 | Oral exam | 51 |

Table 5.2 Course specifications

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|---|
| Study programme: Management and Business in Tourism , Physical Education and Sport |
| Course title: Project Management |
| Course Status: Elective |
| Number of ECTS: 6 |

| | | | |
|--|--------|-------------------|---------------------|
| Prerequisites: None | | | |
| Course objective The course objective is to introduce students to the basic stages of the management of the project cycle; to enable students to gain insight into the logical framework approach to the process of writing project drafts, and into the process of project management; and, most importantly, to train students to write and manage projects independently, and to monitor and evaluate such developed projects. | | | |
| Course outcome Upon a successful completion of this course, students should be able to know how to write a project draft independently by using the logical framework approach; to know how to write a standard model of a project draft; to know how to construct a Gantt chart (schedule of activities), to create the project budget and to manage projects which are planned in this way. | | | |
| Course content <i>Lectures</i> Management of the project cycle. Programming, identification of problems, formulation of projects, implementation of projects, evaluation and revision. Logical framework approach. The stage of analysis and the stage of project planning. The analysis of project stakeholders. The analysis of problems. The analysis of aims. The analysis of a strategy. Defining of intervention logic. Specification of assumptions and risks. Identification of indicators. Preparation of the schedule of activities. Preparation of the budget. Standard model of a project draft. Stages of the management of projects. Production of the schedule of activities (Gantt chart). Financial management of a project. Four domains of monitoring: results, processes, contexts and influences. Types and criteria of evaluation. <i>Practical lessons</i> The basis of teaching activities is made of mentorship-based work with groups of respondents who develop a project draft by using the logical framework approach. | | | |
| Course reading list Aranson, H. H (2008). <i>Istorija moderne umetnosti</i> . Beograd: Orion Art. Branković, S. (2009). <i>Istorija kulture i civilizacije</i> . Beograd: Megatrend. Petrović, S. (2005). <i>Kulturologija</i> . Beograd: Čigoja štampa. Hauzer, A. (1966). <i>Socijalna istorija umetnosti i književnosti I i II</i> . Beograd: Kultura | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons:3 |
| Teaching methods: Interactive classes, the analysis of prepared video materials, the analysis of samples from the Internet, individual and group presentations. | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 10 | Written exam | 40 |
| Practical lessons | 30 | Oral exam | 20 |

Table 5.2 Course specifications

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|---|
| Study programme: Physical education and sport, Tourism and development |
| Course title: Research Methods |
| Course Status: Obligatory |
| Number of ECTS: 6 |
| Prerequisites: None |
| Course objective |

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|---|--------|--------------------|-----------------------------|
| Introduction to basic research methods, techniques and tools that are used in modern science, and training for the use of the scientific literature and for research projects preparation. | | | |
| Course outcome | | | |
| After successful completion of this course, students should: | | | |
| <ul style="list-style-type: none"> ✓ Recognize the research problem and to define it as the project task; ✓ Carry out a proper choice of research methods and research techniques; ✓ Independently construct instruments for data collecting of occurrences which they are exploring (tests, questionnaires and scales) and perform testing of their metric characteristics; ✓ Find relevant print and electronic sources available in bibliographic databases; ✓ Make independently scientific research project. | | | |
| Course content | | | |
| <i>Lectures</i> | | | |
| The concept of science and the theory of truth. Concept and types of scientific research. Types of scientific methods (general and specific, empirically, bibliographic, speculative, historically). Types of bibliographic sources. Monitoring and evaluation of bibliographic databases. Concept and types of scientific experiments. Systematic non-experimental research. Quantitative and qualitative methods. General research techniques and their instruments (tests, questionnaire, interviews, scaling, sociometry and observation). Metric characteristics of the research instruments. The procedures for checking the validity, reliability, objectivity and discrimination of the research instruments. | | | |
| <i>Practical lessons</i> | | | |
| Specific research instruments and their use in sport and tourism. Elements of survey and questionnaire design. Interviews application and protocol design. Types of scales. Likert scales construction and assessment of reliability. The construction of the scale of social distance. GAP model for assessing the quality of service (SERQUAL questionnaire). Application the techniques of observation and errors in the registration events (halo effect, the effect of the atmosphere, the effect of contrast, the effect of mediocrity). Showing standardized tests as research instruments. Logic and selection criteria of adequate research instrument. | | | |
| Course reading list | | | |
| Perić, D. (2012). <i>Osnove istraživanja u sportu i turizmu</i> . Novi Sad: Fakultet za sport i turizam. | | | |
| Veal, A.J. (2006). <i>Research methods for leisure and tourism</i> . UK: Prentice Hall. | | | |
| Perić, D. (2000). <i>Projektovanje i elaboriranje istraživanja u fizičkoj kulturi</i> . Beograd: Ministarstvo za nauku i tehnologiju R. Srbije. | | | |
| Blankenship, D. (2010). <i>Applied Research and Evaluation Methods in Recreation</i> . Champaign: Human Kinetics. | | | |
| Martin, P., Bateson, P. (1990). <i>Measuring Behaviour</i> . Cambridge: Cambridge University press. | | | |
| Number of classes per week | | Lectures: 3 | Practical lessons: 2 |
| Teaching methods | | | |
| The frontal method (lectures), standalone work of students, mentoring, group problem solving, interactive workshops and discussions, consultative teaching. | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 10 | Written exam | 20 |
| Practical lessons | 10 | Oral exam | 30 |
| Progress tests | 30 | | |

Table 5.2 Course specifications

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|---|
| Study program: Tourism and Development |
| Course title: Tourism in Serbia |
| Status: Obligatory |
| Number of ECTS: 5 |
| Requirements: None |
| Course objective |

| <ul style="list-style-type: none"> • Application of acquired knowledge in the field of destination management in Tourism Destination Serbia; • Application of best practices from comparative TD in order to achieve better international competitiveness of TD Serbia in an international environment; • Training students to apply theoretical knowledge and models of management in TD Serbia; • Enabling students to independently solve complex problems related to the management of a tourist destination; • Sustainable development of TD Serbia and ensuring its long-term success. | | | | | | | | | | | | | | | | | | | |
|--|--------|--------------------|-----------------------------|-----------------|--------|------------|--------|------------------------|----|--------------|---|---------|----|-----------|----|----------------|----|--|--|
| <p>Course outcomes</p> <p>After successfully completing the course, the student is able to:</p> <ul style="list-style-type: none"> • List the and explain the comparative and competitive advantages of TD Serbia; • Independently analyze the current state of destination competitiveness in Serbia; • Solve and present new management models applicable to TD Serbia; • Create and develop new tourism products in TD Serbia; • Prepare a strategy for tourism development for specific local tourism organizations; • Apply knowledge gained from the examples in local tourism organizations of Serbia. | | | | | | | | | | | | | | | | | | | |
| <p>Course content</p> <p><i>Theoretical instructions</i></p> <p>Comparative and competitive advantages of the tourist destinations in Serbia. Manage the development of tourist destinations. Analysis of the development of different TD in Serbia. Guidelines for the development of tourism infrastructure and suprastructure in Serbia. Management of tourist products in Serbia. Human resource management and continuous education in tourism. The use of indicators of competitiveness in TD Serbia. Models of development, management and promotion of tourist destinations in Serbia.</p> <p><i>Practical instructions</i></p> <p>Case study, proposals development of tourism products and complement existing tourist offer of Serbia.</p> | | | | | | | | | | | | | | | | | | | |
| <p>Course reading list</p> <p>Weaver D., Lawton L.(2006). <i>Tourism Management, 3rd edition</i>. Australia: John Wiley & Sons.</p> | | | | | | | | | | | | | | | | | | | |
| Number of classes per week | | Lectures: 3 | Practical lessons: 2 | | | | | | | | | | | | | | | | |
| <p>Teaching methods:</p> <p>Lectures, exercises, group work, case studies</p> | | | | | | | | | | | | | | | | | | | |
| <p>Course grading scheme (maximum of 100 points)</p> <table border="1"> <thead> <tr> <th>Course activity</th> <th>points</th> <th>Final exam</th> <th>points</th> </tr> </thead> <tbody> <tr> <td>In-class participation</td> <td>10</td> <td>Written exam</td> <td>/</td> </tr> <tr> <td>Seminar</td> <td>20</td> <td>Oral exam</td> <td>30</td> </tr> <tr> <td>Progress tests</td> <td>40</td> <td></td> <td></td> </tr> </tbody> </table> | | | | Course activity | points | Final exam | points | In-class participation | 10 | Written exam | / | Seminar | 20 | Oral exam | 30 | Progress tests | 40 | | |
| Course activity | points | Final exam | points | | | | | | | | | | | | | | | | |
| In-class participation | 10 | Written exam | / | | | | | | | | | | | | | | | | |
| Seminar | 20 | Oral exam | 30 | | | | | | | | | | | | | | | | |
| Progress tests | 40 | | | | | | | | | | | | | | | | | | |

Table 5.2 Course specifications

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|--|
| Study programme: Tourism and Development, Physical Education and Sport |
| Course title: Strategic Management |
| Course Status: Elective |
| Number of ECTS: 6 |
| Prerequisites: None |
| Course objective |
| To meet students with processes of formulating, evaluation and implementation of strategies of |

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| firms, generally and, specifically, sport organizations, associations and other entities. In order to obtain that, it's necessary to meet students with main trends in environment, modern management, concept and techniques which are used for formulating, evaluation and implementation of strategy, and also with way of using strategy resources. | | | |
| Course outcome | | | |
| After successful finish of this course, students should be able to master abilities for modeling real processes from the area of strategic management and using tools for making appropriate strategic decisions of organizations in terms of unstable environment. | | | |
| Course content | | | |
| <i>Lectures</i> | | | |
| Term and specifics of strategic management. Macro strategic environment. Micro strategic environment. Resources, jurisdictions and basic competencies. Vision, mission, goals and tasks of organizations. Analysis of stakeholder. Competitive strategies and strategic choice. Strategic evaluation and implementation. Strategic management in unprofit organizations. Strategic planning of events. Using strategic resources. Marketing strategies in organizations. Strategic use of quality. Organization structure and strategy. Modern concepts of strategic management. | | | |
| <i>Practical lessons</i> | | | |
| Seminars, analyzing positive examples from praxis; independent research work. | | | |
| Course reading list | | | |
| Jegdić, V. (2013). <i>Strategijski menadžment u turizmu</i> . Novi Sad: Fakultet za sport i turizam. | | | |
| Tomić, M. (2007). <i>Sportski menadžment</i> . Beograd: Data status. | | | |
| Munitlak- Ivanović, O. (2009). <i>Strategijski menadžment</i> . Sremska Kamenica, Univerzitet Educons. | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons: 2 |
| Teaching methods | | | |
| Interactive classes, independent work of students, analysing study cases – examples of the best praxis. | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | Points | Final exam | points |
| In-class participation | 9 | Written exam | 30 |
| Practical lessons | 10 | Oral exam | 21 |
| Seminars | 30 | | |

Table 5.2 Course specifications

| |
|---|
| Study programme: Tourism and Development |
| Course title: Socially Responsible Management |
| Course Status: Elective |
| Number of ECTS: 6 |
| Prerequisites: None |
| Course objective |
| Expanding the existing knowledge on the settings of management concept in the modern business milieu, as well as an understanding the importance and role of corporate social responsibility. Gaining |

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| a more complete insight into the problems of implementation the concept of socially responsibility in tourism and the role and importance of the state in it. | | | |
| Course outcome | | | |
| After successfully covered formal courses, students will be able to adequately explain the role of the local community primarily and also of the other levels of governance in providing the necessary conditions and frameworks for the implementation the concept of corporate social responsibility. The knowledge acquired will enable students to critically perceive changes, necessary in the organisational culture field and responsibility of business, as well as to analyze the new social role of individuals who are no longer dominatly only the owners of capital, but also participants in the business trough different social and professional roles. | | | |
| Course content | | | |
| <i>Lectures</i> | | | |
| The concept of Corporate Social Responsibility. Corporate governance and responsibility. Corporate ethics. Sustainability and organizations. Social justice. Socially responsible Human Resources Management and promotion of human rights at the workplace. Socially Responsible Finance. Corporate social responsibility for sustainable development and protection of the environment. Socially responsible investment in community. Socially responsible management in tourism. | | | |
| <i>Practical lessons</i> | | | |
| Discussions on pre-prepared topics related, seminar papers analysis, critical review of examples from contemporary business in terms of socially responsible management. | | | |
| Course reading list | | | |
| Котлер, Ф. & Ли, Н. (2009). <i>Корпоративна друштвена одговорност</i> . Београд: Хеспериа | | | |
| Kotler, P. & Lee, N. (2009). <i>DOP - Društveno odgovorno poslovanje</i> . Zagreb: M.E.P. CONSULT, doo. | | | |
| World Tourism Organization (UNWTO). (2011). <i>Policy and Practice for Global Tourism</i> . [libgen.info]. ISBN13: 978-92-844-1379-9 (електронско издање, доступно у библиотеци Факултета) | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons: 2 |
| Teaching methods | | | |
| Interactive dialogue methods (conversation, discussion, critical analysis), seminar papers analysis, case study analysis. | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 20 | Written exam | / |
| Practical lessons | 10 | Oral exam | 51 |
| Seminar papers | 19 | | |

Table 5.2 Course specifications

| |
|--|
| Study programme: Management and Business in Tourism; Sport and Physical Education |
| Course title: Applied Management of Information Systems |
| Course Status: Elective |
| Number of ECTS: 6 |
| Prerequisites: None |
| Course objective |
| The aim of curriculum is to introduce a wide range of functions of management information systems, the importance and effects that are achieved by applying information systems aimed at improving the business, with the possible forms of application in practice. |

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| Course outcome | | | |
| Upon successful completion of the study program, students should know how to define, describe, list, and demonstrate the application of the tool of this kind of management in specific areas, especially in the area of modern trends of business entities: the application of knowledge networks through the development, skill training to implement and monitor exploitation (maintenance) of IS. Students will understand the importance of IS and master the techniques of planning, management and control of the implementation of IS in business functions. | | | |
| Course content | | | |
| <i>Lectures</i> | | | |
| Classification of information systems in business; Management information systems (MIS); Applied management information systems; Analysis and design of the structure of MIS: top-down, bottom-up, BSP (Business System Planning), SDLC methods; The conceptual design of information systems (Entity - Relationship diagrams); Decision Support Systems (DSS); Control and implementation of MIS; Systems for Knowledge Data Discovery (KDD); Systems for managing databases and system based on knowledge; MIS infrastructure; Business Intelligence (BI); Intelligent information systems; Expert systems; Marketing information systems. | | | |
| <i>Practical lessons</i> | | | |
| Samples of MIS designing (the workshop work and mini projects); Examples of developing an expert system (case studies); Exploring the application of DSS software for decision making; Application of KDD software for building knowledge networks. | | | |
| Course reading list | | | |
| Savić, Z. (2008). Upravljački informacioni sistemi. Novi Sad: Fakultet za menadžment. | | | |
| Turban et al. (2003). Informaciona tehnologija za menadžment, treće izdanje. Beograd: Zavod za izdavanje udžbenika. | | | |
| Flečer, K. (2003). Upravljanje marketingom i informaciona tehnologija. Beograd: Clio. | | | |
| Njeguš, A. (2009). Poslovni informacioni sistemi, drugo izdanje. Beograd: Univerzitet Singidinum. | | | |
| Stojanović, N. (2008). Informatika u hotelijerstvu. Beograd: Visoka hotelijerska škola strukovnih studija. | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons: 2 |
| Teaching methods | | | |
| Lectures, exercises in the form of workshops with elements of brainstorming, individual homework assignments, term paper, essay, consultation, case studies | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 10 | Written exam | 45 |
| Practical lessons | 10 | Oral exam | 15 |
| Progress tests | 20 | | |

Table 5.2 Course specifications

| |
|---|
| Study programme: Tourism and development |
| Course title: Global Integration Processes |
| Course Status: Elective |
| Number of ECTS: 6 |
| Prerequisites: None |
| Course objective |
| The aim of the course is to acquaint students with the most significant geopolitical theories and factors that shaped and formed the current integration processes in the world in general, and especially in the tourism and the tourism industry. |
| Course outcome |
| Upon successful completion of this course, students should know how to critically evaluate global political and economic integration processes in the world, to explain the processes of globalization |

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| today, analyze the economic integration movements and the movements of financial capital in the world, and the impact of globalization on organizational structure and culture of the company, and that, on the basis of the knowledge, form their own view and make a critical evaluation of phenomena of this domain in real business, especially in the tourism sector, which should result in the successful achievement of business goals. | | | |
| Course content | | | |
| <i>Lectures</i> | | | |
| Geopolitics and globalization; Current challenges in the world economy, globalization and institutionalization of the global economy; Tourism as a global phenomenon; The integration of financial flows and affect tourism; Functional integration in the world economy and tourism; Regional integrations and tourism; European regional integration; The globalization of markets and the globalization of the tourism market; Socio - cultural aspects of globalization in tourism; Contemporary integration processes in the tourism industry; Phases of economic globalization in tourism; The impact of global processes on the management and tourism management; The cultural context of global management; Business integration in tourism - hotel chains, tour operators; Global information, distribution and reservation systems. | | | |
| <i>Practical lessons</i> | | | |
| Seminars; analyzing positive examples from practice; independently research. | | | |
| Course reading list | | | |
| Jegdić, V. (2013). <i>Strategijski menadžment u turizmu</i> . Novi Sad: Fakultet za sport i turizam | | | |
| Pelević, B. & Vučković, V. (2007). <i>Međunarodna ekonomija</i> . Beograd: Ekonomski fakultet. | | | |
| Lučić, LJ. (2008). <i>Geopolitika</i> . Novi Sad: Visoka poslovna škola strukovnih studija. | | | |
| Čavlek, N. (1998). <i>Turoperatori i svjetski turizam</i> . Zagreb: Golden Marketing. | | | |
| Jelinčić, D. A. (2006). <i>Turizam vs. identitet - Globalizacija i tradicija</i> . Zagreb: Institut za međunarodne odnose. | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons: 2 |
| Teaching methods | | | |
| Lectures, exercises, individual work, seminars, consultations and projects. | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 9 | Written exam | 30 |
| Practical lessons | 10 | Oral exam | 21 |
| Seminars | 30 | | |

Table 5.2 Course specifications

| |
|---|
| Study programme: Tourism and development |
| Course title: European Union and Regional Policy |
| Course Status: Elective |
| Number of ECTS: 6 |
| Prerequisites: None |
| Course objective |
| The course addresses the European Union's regional policy and institutional framework for the operation of the subsidy policy. The emphasis is on the presentation of development prospects of the Republic of Serbia, within the EU's regional policy framework. The course presents the internal priorities of regional development in Serbia as part of the European Union's regional policy. The main focus of the subject matter is the current impact of the economic development on the European Union's regional policy. Special attention is paid to cohesion policy and the role of local partnerships. |
| Course outcome |

| | | | |
|--|--------|--------------------|-----------------------------|
| <p>After a successful completion of the course, students will know, and will appreciate the objectives and instruments of regional economic policy. They will be capable of pragmatically apply the knowledge gained, and above all, to explore the EU resources and funding and how to use them institutionally. They will acquire a reliable competence in exploring the relationship between EU regional policies, economic development. They will be able to understand and deal with modernization effects of the of EU funds. They will also acquire considerable knowledge of Serbia's regional development strategy objectives.</p> | | | |
| <p>Course content</p> <p><i>Lectures</i></p> <p>Regions, regionalism and regionalization. The concept of EU regional policy. Principles of the use of Structural Funds. Serbia's regional policy. EU regional policy, such as regional competitiveness, economic growth and employment engine. Cohesion Policy (contradictory effects). Cohesion policy and the knowledge based economy. Challenges and Perspectives of Development in and after 2013.</p> <p><i>Practical lessons</i></p> <p>Case study.</p> | | | |
| <p>Course reading list</p> <p>Mirić, O. (2009). <i>Regionalna politika Evropske Unije kao motor ekonomskog razvoja</i>. Beograd: Evropski Pokret u Srbiji.</p> <p>Proces pregovaranja o pristupanju EU u oblasti regionalne politike i koordinacije strukturnih instrumenata u Srbiji. Poglavlje 22. http://www.seio.gov.rs/upload/documents/publikacije/pregovaranje_regionalna_politika.pdf</p> <p>Komšić, J. (2007). <i>Principi evropskog regionalizma</i>. Novi Sad: Asocijacija multietničkih gradova jugoistočne Evrope – Philia.</p> <p>Mijačić, D. (n.d). Decentralizacija, regionalizam i regionalni razvoj u Republici Srbiji. <i>InTER 01(12)</i>. Dostupno na http://www.lokalnirazvoj.org/upload/Book/Document/2012_06/Inter_Newsletter_1.pdf</p> | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons: 2 |
| <p>Teaching methods</p> <p>Lecture, discuss, case study.</p> | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 10 | Written exam | 20 |
| Practical lessons | 30 | Oral exam | 20 |
| Progress tests | | Case study | 20 |

Table 5.2 Course specifications

| |
|--|
| Study programme: Management and business in tourism |
| Course title: International Institutions for Development |
| Course Status: Elective |
| Number of ECTS: 6 |
| Prerequisites: None |
| <p>Course objective</p> <p>The aim of this course is to familiarize students with institutions and organisations which control global world processes. Course also contain analysis and critical review of resolutions, laws and declarations. Students should start monitoring the processes, implementation and effects this documents they have on the global tourism development.</p> |
| <p>Course outcome</p> <p>Better understanding of global processes, concepts and programs of tourism institutions that impact</p> |

| | | | |
|--|--------|--------------------|-----------------------------|
| tourism development. Critical analysis of their effects. Implementation of their development strategies on local level. | | | |
| Course content | | | |
| <i>Lectures</i> | | | |
| In the first part of the program, students will learn the basic characteristics and effects of global development. International institutions and organisations, their role and importance. For each one of them students will analyze: establishment, importance, jurisdictions, work fields, instruments, codes, resolutions. Analysis of institutions: United Nations, World Tourism Organization, World Economic Forum, European Council and different NGO-s in the tourism field. | | | |
| <i>Practical lessons</i> | | | |
| Practical lessons will contain workshops with an aim to analyze important documents and discuss about effects and impacts of this organizations on global and local development. At the end, students will independently analyze one of the documents and make a synthesis of its effects. | | | |
| Course reading list | | | |
| Burns, p. M. &Novelli, m. (2007). Tourism and politics: global frameworks and local realities.uk: Elsevier. Retrieved from: http://books.google.rs/books?id=yqzmqowofiqc&pg=pa127&dq=tourism+politics+institutions&hl=sr&sa=x&ei=b5siu-uanypnypgi7oh4cw&ved=0cc0q6aewaa#v=onepage&q=tourism%20politics%20institutions&f=false | | | |
| Internet pages of international organisations: United Nations http://www.un.org/en/ , World Tourism Organization http://www2.unwto.org/ , World Economic Forum http://www.weforum.org/ , European Council http://www.european-council.europa.eu/home-page?lang=en | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons: 2 |
| Teaching methods Interactive classes, development of critical thinking, polemics, dialogue. | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 10 | Written exam | 30 |
| Practical lessons | 10 | Oral exam | 21 |
| Progress tests | 29 | | |

Table 5.2 Course specifications

| |
|--|
| Study programme: Management and business in tourism |
| Course title: Culture and Globalization |
| Course Status: Elective |
| Number of ECTS: 6 |
| Prerequisites: None |
| Course objective |
| The aim of this course is to widen students' knowledge about the types, ways and the scope of changes in the contemporary world which are labelled by terms of post-industrial, post-Fordist, and post-modern societies or the societies of late, "reflexive" modernism; to gain knowledge needed for an independent analysis of the influence of globalization on the changes in the economical, political and, especially, cultural spheres – on the ways of spending leisure time, on lifestyles and on understanding identities – and to understand consequences of these changes on the tourism as a global activity. |
| Course outcome |
| Upon mastering the material required by this subject, the students will be able to define basic characteristics of developed contemporary societies and processes which occur within those societies; |

| | | | |
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| to analyse juxtaposed positions of theorists in relation to globalisation and paradigms about mutual relations between culture and globalisation; as well as to acquire the ability to analyse individually and critically the global changes in the spheres of economy, politics, culture, communications and tourism | | | |
| Course content | | | |
| <i>Lectures</i> | | | |
| Industrial society and post-industrial society. Post-Fordism. Post-modernist culture. First and second modernity. The risk society. Individualisation. The rise of the network society. The victory of the liberal model and “the end of history”. Globalisation. Sceptics. Hyper-globalists. Transformationalists. Globalisation and culture. Three paradigms: Clash of civilisations. McDonaldisation. Hybridisation. The economies of signs and space. Glocalisation. Migrants and migrations. Tourists and vagabonds. Globalisation and new social inequalities. | | | |
| <i>Practical lessons</i> | | | |
| During practical classes, the analysis of short texts about globalisation, contents from the Internet and other media, and group debates will be used in order to develop students’ ability to analyse independently the global changes in the spheres of economy, politics, culture, communications and tourism. | | | |
| Course reading list | | | |
| Alexander, J. C. & Thompson K. (2008). <i>A Contemporary Introduction to Sociology. Culture and Society in Transition</i> . Boulder, London: Paradigm Publishers. | | | |
| Vuletić, V. (ur.) (2003). <i>Globalizacija: mit ili stvarnost, sociološka hrestomatija</i> . Beograd: Zavod za udžbenike i nastavna sredstva. | | | |
| Held, D., McGrew, A. Goldblat, D. & Perraton, J. (eds).(2005). <i>The Global Transformations</i> . Cambridge: Polity Press. | | | |
| Pieterse, J.N. (2009). <i>Globalization and Culture. Global Mélange</i> , Lanham, Boulder. New York, Toronto, Plymouth, UK, Rowman & Littlefield Publishers, Inc. | | | |
| Tomlinson, J. (1999). <i>Globalization and Culture</i> . Chicago: University of Chicago Press. | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons: 2 |
| Teaching methods: Interactive classes, the analysis of prepared video material, samples from the Internet and from other media, debates, individual and group presentations | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 10 | Written exam | 40 |
| Practical lessons | 10 | Oral exam | 20 |
| Progress tests | 20 | | |

Table 5.2 Course specifications

| |
|--|
| Study programme: Tourism and Development |
| Course title: Competitiveness of Tourist Destinations |
| Status: Obligatory |
| ECTS: 5 |
| Requirements: None |
| Course objective |
| <ul style="list-style-type: none"> • The acquisition of advanced knowledge in the field of destination management; • To familiarize students with the best practices of comparable tourist destinations in order to achieve better international competitiveness of selected tourist destinations in the modern environment; • Training students to apply theoretical knowledge and models of management practice; • Enabling students to independently solve complex problems related to the management of a tourist destination; • Sustainable destination development and ensuring its long-term success |
| Course outcomes |
| After successfully completing the course, the student is able to: |

| | | | |
|--|--------|-----------------------|-----------------------------|
| <ul style="list-style-type: none"> • List and explain the comparative and competitive advantages and the comparative success of tourist destinations; • Independently analyze the current situation of destination competitiveness; • Fix and set a new management model applicable to selected destinations; • Create and develop new tourism products; • Prepare a strategy for tourism development for specific tourism destinations; • Apply knowledge gained in local tourism organizations. | | | |
| <p>Course content</p> <p><i>Theoretical instructions</i></p> <p>The concept and theory of competitiveness of different types of destinations. Elements and factors of competitiveness of the destination. Manage the development of tourist destinations in order to achieve competitiveness. Comparative and competitive advantages of tourism destinations in the world. Analysis of the state of development in tourism destinations worldwide and in destinations in Serbia. Planning the development of tourism infrastructure and suprastructure to achieve the planned operational competitiveness. Management of tourist products. Human resource management and ongoing training of personnel who manage the development of the destination. Indicators of competitiveness of tourist destinations. Models of development, management and promotion of tourist destinations with emphasis on the tourist destination of Serbia.</p> <p><i>Practical instructions</i></p> <p>Analysis of the situation, effects and market position of selected destinations. Assessment of competitiveness. Develop a plan and model to achieve the competitiveness of certain destinations.</p> | | | |
| <p>Course reading list</p> <p>Ritchie, B., Crouch, G. (2003). <i>The Competitive Destination: A Sustainable Tourism Perspective</i>. Wallingford CABI: Publishers.</p> <p>Sharpley, R., Telfer, D. (2002). <i>Tourism and Development – Concepts and Issues</i>. UK: Channel View Publications.</p> <p>Weaver, D., Lawton, L. (2006). <i>Tourism Management</i>, 3rd edition. Australia: John Wiley & Sons.</p> | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons: 1 |
| <p>Methods:</p> <p>Lectures, exercises, group work, case studies</p> | | | |
| Score (maximum 100 points) | | | |
| Pre-commitments | points | The final exam | points |
| Activity during lectures | 10 | Written exam | |
| Seminar | 20 | Oral exam | 30 |
| Tests | 40 | | |

Table 5.2 Course specifications

| |
|--|
| Study programme: Tourism and Development |
| Course title: Rural Tourism |
| Course Status: Elective |
| Number of ECTS: 6 |
| Prerequisites: None |
| <p>Course objective</p> <p>The aim of the course is to enable students to identify the key factors and conditions for the development of rural tourism. Also, the goal of this course is to familiarize students more closely with trends in rural and tourism in the world, as well as in Serbia and its environment. In addition, it is necessary for students to define the principles of rural development and to realize the role of tourism in development. The goal of this course is to enable students to create programs for rural tourism, manage them in line with modern developments.</p> |
| <p>Course outcome</p> <p>After completing this course, students will be able to independently create plans for development of rural tourism. Students will be trained to identify potential resources of rural areas in accordance with the principles of sustainable development, to monitor the parameters of development and include</p> |

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| them in the plans for the development of rural tourism. To regularly monitor innovations and development trends in the world and implement them at the local level. | | | |
| Course content | | | |
| <i>Lecture</i> | | | |
| Rural tourism - development factors , the importance of sustainable development of underdeveloped regions; connection with cultural , ethnic , active, creative , and other forms. The importance of both positive and negative impacts of rural tourism on the environment . Forms of rural tourism in the world and Serbia (geotourism trails plant species , fishing oasis, bird watching , extreme tourism , under thatched roofs) . European and international associations that influence and direct the development of rural tourism. The parameters of development of rural tourism in the world. Paradigm development and indicators of the most developed rural regions in the world. | | | |
| <i>Practical lessons</i> | | | |
| Research work in which students will be identifying and analyzing problems on a concrete examples in the development of rural tourism of selected regions, as well as offer possible solutions to the valorisation. | | | |
| Course reading list | | | |
| Todorović, M., Štetić, S. (2009). <i>Ruralni turizam</i> . Geografski fakultet: Beograd. | | | |
| Đorđević Milošević, S., Milovanović, J. (2012). <i>Održivi turizam u funkciji ruralnog razvoja</i> . Beograd: Univerzitet Singidunum. | | | |
| Janković, S. (2009). <i>Evropska unija i ruralni razvoj Srbije</i> . Beograd: Institut za primenu nauke u poljoprivredi. | | | |
| Grupa autora (2003). <i>Ruralni turizam i održivi razvoj Balkana, zbornik radova</i> . AEERT: Kragujevac; PMF: Kragujevac; Ekonomski fakultet: Kragujevac. | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons: 2 |
| Teaching methods | | | |
| Lectures, exercises, discussions, independent work of students. | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 10 | Written exam | 21 |
| Practical lessons | 9 | Oral exam | 30 |
| Progress tests | 90 | | |

Table 5.2 Course specifications

| |
|--|
| Study programme: Tourism and Development |
| Course title: Cultural Tourism |
| Course Status: elective |
| Number of ECTS: 6 |
| Prerequisites: None |
| Course objective |
| The goal of this course is to acquaint students with the development of cultural tourism in the world, to teach them how to create programmes of cultural tourism and manage them, to follow them and recognise the latest trends, as well as to get to know the competences and activities of international institutions and organisations that direct, monitor and research occurrences in world tourism. It also gives students the chance to get a grasp of the actual spatial and programme development of cultural tourism in the world with a special emphasis on Europe. |
| Course outcome |
| Students learn to integrate current knowledge especially in the field of socio-cultural aspects of development, critically analyze phenomena of cultural tourism in the world to observe and analyze the causes of phenomena, processes and trends in the field of cultural tourism and its many forms manifested. Students will be able to create a cultural tourism programs according to the needs, |

| | | | |
|--|--------|-------------------|----------------------|
| opportunities and development trends, manage them in the way of sustainability and responsibility to monitor and analyze contemporary events. | | | |
| Course content | | | |
| <i>Lectures</i> | | | |
| This course is divided into two parts. The first parts entails the students familiarising with the theory of tourism based on cultural and historical values and practice applied in the world. The students will get acquainted with the existence and work of international institutions, bodies and associations that direct the development of cultural tourism and follow its tendencies. The students will also get to know the numerous shapes and forms of cultural tourism (city, event, rural, ethno, cultural theme routes, educational, creative) and causes of these occurrences, changes and tendencies. In the second part, the students will, by means of international case studies have the possibility to analyse the causes of occurrences, forms of manifestation, development effects and procedures of planning of development of cultural tourism. | | | |
| <i>Practical lessons</i> | | | |
| Apart from the interactive theoretical classes, the students will analyse the programmes of cultural tourism, synthesize problems, rules and learn how to apply them in real situations. Each student will have the opportunity perform an analysis of one case of cultural tourist destination and to set out the most important conclusions applicable in practice. | | | |
| Course reading list | | | |
| Đukić-Dojčinović, V. (2005). <i>Kulturni turizam, menadžment i razvojne strategije</i> . Beograd: Clio. | | | |
| Daniela Angelina Jelinčić (2008). <i>Abeceda kulturnog turizma</i> . Zagreb: Meandarmedia. | | | |
| Šešić Dragičević M. i Stojković B., (2007). <i>Kultura, menadžment, animacija, marketin.</i> , Beograd: Clio. | | | |
| McKercher, B. & Du Cros, H. (2012). <i>Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management</i> . UK: Routledge. | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons: 2 |
| Teaching methods | | | |
| Classes are designed so that a small group of students committed to this case eliminates common theory, sees the situation, processes and trends through analysis of foreign and domestic literature, which is a group debate. Debate, analysis, Critical approach to the environment. Planned to visit the lecturers and professors from other faculties. | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 10 | Written exam | 30 |
| Practical lessons | 20 | Oral exam | 21 |
| Essey | 19 | | |

Table 5.2 Course specifications

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|---|
| Study programme: Physical education and sport, Management and business in tourism |
| Course title: Active Tourism |
| Course Status: Elective |
| Number of ECTS: 6 |
| Prerequisites: None |
| Course objective |
| Meeting with basics of sport and active tourism, and also their connection. Expanding knowledge about specific shapes of tourism, especially active tourism. Ability to use knowledge in frame of activity of touristic subjects. Deepening before acquired knowledge and competention from area of tourism. Expanding knowledge about basic functions of management (planning, organizing, managing and control) compared to content of active tourism. Raising competention for following and using professional and scientific literature. |
| Course outcome |
| After successful finish of the course, students should be able to: recognize types of favour in active tourism; estimate values of space resources for programming favours in active tourism; independently and creatively use acquired knowledge in concrete situations by realizing content of active tourism; to be |

capable to critically and contently analyze segments of work of touristics subjects which are dealing with programs of active tourism and independently create appropriate solutions for upgrading their functioning; independently use, analyze and adequatly apply appropriate professional and scientific literature.

Course content

Lectures

Selective tourism – terms and shapes. Essence and idea of active tourism. Phisical activity as determinante of active tourism. Sport tourism. Sports-recreative tourism and sustainable develop. Scientific tourism – content and bussines concept. Adventuristic tourism. Theme parks and active tourism. Destinations of active tourism. Modern tendencies of service management in active tourism. Programmed active vacation as factor of content structure of active tourism. Incentive travels as part of active tourism. Types of organizations which are dealing with creating and placing of services in sport and active tourism.

Practical lessons

Work in groups – Exhibit of semniras and study cases from subject coverage of active tourism. Using swot and pet analysis through workshops. Making questionare for acquiring informations about activities in active tourism. Making polls and analysing results. Discussion about concrete examples and topics from course program. Multimedia and internet. Field exercises and debates.

Course reading list

Aitchison, C., Macleod, N., Shaw, S. (2002). Leisure and Tourism landscapes. London and New York: Routledge.
Bakić, O. (red.). (2009). *Megatrendovi u savremenom turizmu*. Sremska Kamenica: Fakultet poslovne ekonomije.
Bartoluci, M. (2005). *Menadžment u sportu i turizmu*. Zagreb: Fakultet za tjelesni odgoj.
Plavša, J. (2006). *Sportski turizam*. Novi Sad: Fakultet za sport i turizam.
Hrabovski-Tomić, E. (2008). *Selektivni oblici turizma*. Sremska Kamenica: Fakultet za uslužni biznis.

Number of classes per week

Lectures: **2**

Practical lessons: **2**

Teaching methods

Frontal method (classes). Visuelization of content and using video presentations. Analyzing cases. Independent work of students. Concultation classes. Student praxis.

Course grading scheme (maximum of 100 points)

| Course activity | points | Final exam | points |
|------------------------|--------|---------------|--------|
| In-class participation | 10 | Writtten exam | 51 |
| Practical lessons | 10 | Oral exam | 10 |
| Progress tests | 5 | | |
| Seminar | 14 | | |

Table 5.2 Course specifications

| |
|--|
| Study programme: Tourism and development |
| Course title: Eco Tourism |
| Course Status: Elective |
| Number of ECTS: 6 |
| Prerequisites: None |
| Course objective The overall objective of the course is to improve students knowledge about the specifics of ecotourism in general and in the local context, perceive the impacts of ecotourism from the perspective of all key stakeholders (local community, tourisrts, environmental management and tourism industry), investigate the interactions of ecotourism and the natural, social and cultural environment of global aspects, and aspects of development planning specific ecotourism projects of eco destinations. |
| Course outcome Upon successful completion of this course, students should gain competencies and enhance expertise in understanding current trends in ecotourism, identifying ecotourism market feasibility studies for ecotourism projects, eco-tourism planning and development of ecotourism sites and destinations. This should manifest itself through faster and more comprehensive applications of the eco-tourism criteria |

| | | | |
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| in the ongoing activities of ecotourism operators and ecotourism development projects. | | | |
| Course content | | | |
| <i>Lectures</i> | | | |
| The concept and basic features of ecotourism; Ecotourism in the context of other forms of tourism; The system of sustainable ecotourism; Resources for the development of ecotourism; Ecotourism as an activity; Elements of a successful ecotourism; Ecotourism marketing; Collaboration and partnerships of stakeholders in ecotourism; Management planning of ecotourism in destination; Project planning in ecotourism; Business planning in ecotourism; Managing stakeholders in eco destination. Eco tourism in the world; Models, the level of development; Effects of ecotourism development in the world; Problems, conflicts and changes paradigme of ecotourism; The assumptions for the development of ecotourism in Serbia and Vojvodina; The foundations for the development of eco tourism strategy of Serbia. | | | |
| <i>Practical lessons</i> | | | |
| Seminars, fieldwork - visitation to eco destinations and study research. | | | |
| Course reading list | | | |
| Jegdić, V., i Milošević, S. (2012). <i>Ekoturizam</i> . Novi Sad: Fakultet za sport i turizam. | | | |
| Weaver, D. (2001). <i>Encyclopedia of Ecotourism</i> . Wallingford, UK: CABI Publishing. | | | |
| Epler-Wood, M. (2002). <i>Ecotourism: Principles, Practices & Poilcies for Sustainability</i> . UNEP, Paris – TIES, Washington. | | | |
| Number of classes per week | | Lectures: 2 | Practical lessons: 2 |
| Teaching methods | | | |
| Interactive lectures, independent work of students, analysis of case study - examples of best practices, the presentation of field research and/or volunteer projects. | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 9 | Writtten exam | 30 |
| Practical lessons | 10 | Oral exam | 21 |
| Seminars | 30 | | |

Table 5.2 Course specifications

| |
|---|
| Study programme: Tourism and Development |
| Course title: Wellness Tourism |
| Course Status: Elective |
| Number of ECTS: 6 |
| Prerequisites: None |
| Course objective |
| The aim of the course is that students expand their knowledge of wellness programs, deepen the knowledge about the importance of wellness tourism and make a difference in the level of health tourism services (of wellness tourism, medical tourism, spa tourism, etc..). More extensive look at the trends of development of wellness tourism as an economic sector and critically analyze the impact of wellness tourism on the local population and the development of other specific forms of tourism that are associated with the concept of wellness (religious, spa tourism, etc..). To gain a picture of the global processes of development of wellness tourism and its prevalence in the world. |
| Course outcome |
| Upon successful completion of the study program Wellness tourism, students should define the factors of development of wellness tourism and know the parameters and effects of development, to systematize the knowledge of wellness tourism and recognize different specific forms of tourism; based on the acquired knowledge in the field of wellness tourism to competently assess and predict, |

| | | | |
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| and participate in the development of strategic documents for the areas of wellness tourism. | | | |
| Course content | | | |
| <i>Lectures</i> | | | |
| Deepening of conceptual guidelines of wellness concept of wellness tourism and distinction from other forms of tourism that are associated with human health. Historical development of wellness tourism in the world and in our country. Wellness tourism and economic trend. Services in wellness tourism and wellness destination. Specific forms of wellness tourism (spa, religious tourism). Resource base for development of wellness tourism and geomorphological factors. The influence of climatic factors on the man and his health (through programs of activities). The impact of wellness tourism in the development of the local population. Monitoring and media areas of wellness tourism in relation to the users of wellness services. Project activities and the development of wellness, IPA projects, development strategies of local governments. | | | |
| <i>Practical lessons</i> | | | |
| Destination wellness centers and services. Analyzing wellness tourism programs in relation to the various regions in the world (in relation to the resource base). Case studies of wellness tourism destination (program activities, climatic factors, users, etc.), hypothetical analysis (SWOT, Banchmark, etc.), recommendations and guidelines for the development of wellness tourism for analyzed destinations. | | | |
| Course reading list | | | |
| Smith, M. & Puczko, L. (2009). <i>Health and Wellness Tourism</i> . UK: Elsevier. Travis, J.W. & Ryan, R.S. (2004). <i>Wellness Workbook</i> . USA: Celestial Arts. Maksić-Mičić, M. (2008). <i>Turizam i prostor</i> . Beograd: Univerzitet Singidunum. Tomka, U.D. i Jegdić, V. (Ur.) (2012). <i>Turizam i lokalni razvoj</i> . Novi Sad: Fakultet za sport i turizam. | | | |
| Number of classes per week | Lectures: 2 | | Practical lessons: 2 |
| Teaching methods | | | |
| Theoretical lectures (presentation, description, explanation, discussion), practice (practical work with students), multimedia presentations, consultations, workshops and seminars. | | | |
| Course grading scheme (maximum of 100 points) | | | |
| Course activity | points | Final exam | points |
| In-class participation | 15 | Writtten exam | 20 |
| Practical lessons | 15 | Oral exam | 31 |
| Progress tests | 10 | | |
| Seminar paper | 9 | | |

Table 5.2 Course specifications

| |
|---|
| Study programme: Tourism and Development |
| Course title: Project application for the Master's Thesis with the research |
| Teacher: Master's Thesis Committee |
| Course Status: Obligatory |
| Number of ECTS: 3 |
| Prerequisites: Fulfilled courses in the first semester of master studies |
| Course objective |
| The field in which the students will do their research is defined. It should be designed to follow the narrow interests of students and to generate consistent, adequate and realistic information submitted to the adequate methods. Information and results obtained are to be implemented in the development of a master's thesis. |
| Course outcome |
| Having fulfilled this task, the students shall successfully create the project for the master's thesis in which they will incorporate the results obtained in the research. |

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| <p>Course content</p> <p>The choice of the field to carry out the research; Defining the issues, or problems that will be the focus of the research in consultation with the appropriate theoretical background; Defining the research methodology with the necessary tools; Research; Classification and analysis of the results; Designing a master's thesis; Project application for the master's thesis; Master's thesis project defense.</p> |
| <p>Course reading list</p> <p>Independent work of the candidates; Candidate's consultation with the supervisor</p> |

Table 5.2 Course specifications

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| Study programme: Tourism and Development |
| Course title: Master's Thesis |
| Teacher: Master's Thesis Committee |
| Course Status: Obligatory |
| Number of ECTS: 10 |
| Prerequisites: Fulfilled obligations provided in the curriculum |
| <p>Course objective</p> <p>The goal of the master's thesis is to enable students to independently analyze selected phenomena in the field of tourism and development. The conceptualization and operationalization of the problem, apart from introducing students to the methodological principles of the research, aims to deepen their scientific knowledge in the specific areas of tourism and development. The choice of the topic will clearly determine the field of interest of the students.</p> |
| <p>Course outcome</p> <p>Having defended the master's thesis, it is expected that students will be able to: demonstrate analytical and critical thinking and synthesis of information and generating original point of view with respect</p> |

to the observed phenomenon of tourism, communicate their ideas and concepts to the professional and scientific public, expand and deepen their knowledge regarding the scientific and methodological aspects of the observed topic.

Course content

The master's thesis is an individual scientific and research work in which the student under the guidance of a mentor deals with the chosen topic. A student who has passed the exams, fulfilled the obligations provided in the curriculum, producing the master's thesis proves the ability to independently solve complex problems. After selecting the topic, a candidate collects the necessary data. Having completed the research, the candidate is preparing the final paper that contains the following chapters: Introduction; Theoretical framework; Previous studies; Subject, research aims and objectives; Applied methodology; Results; Discussion; Conclusion; References. Having completed the paper, the candidate approaches the defense in front of the three-member committee. The defense consists of an oral presentation of candidates for up to 20 minutes and answering questions delegated by the committee, after which it draws to make a final assessment. A brief explanation of the final evaluation of the work, obtained from written materials and oral defense, the president of the committee concludes the public defense.

Methods of realization

Individual consultation with the candidate's supervisor; individual research of students related to the chosen topic of the master's thesis, under the supervision of a mentor; public defense, ie the presentation of the paper in front of the commission.