

(Table 5.2) Course unit description

Study program : Hotel Management and Tourism				
Type and level of studies: Undergraduate academic studies, 1 st level				
Course unit: Principles of Hospitality and Tourism				
Teacher in charge: Danijela V. Pantović, Marija Lakićević				
Language of instruction: English				
ECTS: 7				
Prerequisites: No special prerequisites				
Semester: WS				
Course unit objective				
The main goal of this course is to provide students with a comprehensive understanding of the fundamental principles, concepts, and practices in hospitality and tourism. The course introduces the structure and dynamics of the hospitality industry, explores the interconnection between tourism and hospitality services, and develops students' ability to recognize the role of these sectors in the global economy and cultural exchange.				
Learning outcomes of Course unit				
After completing this course, students will be able to: define and explain key concepts, terminology, and principles of hospitality and tourism. Also, students will learn to analyze the interrelationship between hospitality services, transportation, and tourism activities. They will be able to identify, compare and apply different types of hospitality establishments and tourism services.				
Course unit contents				
Hospitality industry – concepts and general aspects. Typology of tourism services. Tourism and hospitality demand. Tourism and hospitality supply. Economic contribution of tourism and economic impacts. Economic effects. Measuring economic contribution. Tourism and transport. Tourism, growth and sustainability. Destination competitiveness. Future directions of tourism development.				
Literature				
1) Tribe, J. (2020). <i>The economics of recreation</i> , leisure and tourism. Routledge.				
2) Dwyer, L., Forsyth, P., & Dwyer, W. (2020). <i>Tourism economics and policy</i> (Vol. 5). Channel View 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, case study				
Examination methods (maximum 100 points)				
Exam prerequisites	No. of points:	Final exam	No. of points:	
Student's activity during lectures		oral examination		
practical classes/tests	40	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		