

Study program		Study cycle Orientation		First study cycle Tourism and Environmental Protection					
SUBJECT									
Subject name		Economics of Tourism							
Subject code		Semester		Subject status		ECTS credits	Contact hours		
T-335-3		V		Mandatory		5	125		
Prerequisites									
Assigned professors and assistants		Subject Leader		Dr. Sc. Amra Čaušević, assistant professor					
		Teaching Assistants							
Subject objectives		Introduction of students with the socio-economic characteristics of tourism. Analysis of tourist attractions and destinations. The research of the tourism market. Acquisition of basic knowledge about marketing in tourism.							
SUBJECT CONTENT									
o.n.	Teaching units					Contact hours			
						L	P	S	C
1.	Characteristics of tourism as an economic activity					2	2	1	1
2.	Social and economic importance of tourism					2	2	1	1
3.	Organization of tourism and basics of tourism policy; Intermediaries in tourism					2	2	1	1
4.	Marketing concept, tourism market and its characteristics					2	4	2	2
5.	Tourism market research					2	2	1	1
6.	Touristic promotion					2	2	1	1
7.	The first test					2			
8.	Characteristics and perspectives of international tourism development in the world					2	2	1	1
9.	Characteristics of foreign tourism development and tourism policy of some developed tourist countries in Europe					2	2	1	1
10.	Characteristics of foreign tourism development of Italy, Greece and Austria					2	4	1	1
11.	Characteristics of tourism development and tourism policy of the former Yugoslavia					2	2	1	1
12.	Economic importance of tourism for the economy of Yugoslavia and tourism policy					2	2	1	1
13.	Tourism Development Strategy of Yugoslavia					2	2	1	1
14.	Conditions and opportunities for tourism development in Yugoslavia					2	2	2	2
15.	Seminar papers presentations					2			
STUDENT WORKLOAD (HOURS)									
Contact Hours (L+P)		60	Practical work		15	Seminars	10	Exam study time	15
Literature – reading		10	Written papers			Other (state)	15	TOTAL	125
LITERATURE					EVALUATION OF KNOWLEDGE AND CRITERIA				
<p>Basic literature:</p> <p>1) Unković Slobodan, Zečević Bojan, Ekonomika turizma, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, 2001.</p> <p>Additional literature (further reading):</p> <p>1) Čavlek Nevenka, Bartoluci Mato, Prebežac Darko, Kesar Oliver, Turizam ekonomske osnove i organizacijski sustav, Školska knjiga, Zagreb, 2011.</p> <p>2) Materials which will be provided to students</p>					PARAMETERS		Maximum Points	Minimum points	
					1.	Attendance	5	3	
					2.	Participation on lectures	5	2	
					3.	Midterm exams	40	22	
					4.	Seminar	10	6	
					5.	Students project			
					6.	Final exam	40	22	
					Total		100	55	