

# MASTER STUDIJE

| MASTER STUDIJE<br>Internacionalni menadžment u turizmu I hotelijerstvu |                                                                     |                                              |          |             |    |        |      |
|------------------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------|----------|-------------|----|--------|------|
| PRVA GODINA                                                            |                                                                     |                                              |          |             |    |        |      |
| Šifra predmeta                                                         | Naziv predmeta                                                      | Staus predmeta<br>(O-obavezan<br>I -izborni) | Semestar | Broj časova |    |        | ECTS |
|                                                                        |                                                                     |                                              |          | P           | V  | PRAKSA |      |
| MTSM101                                                                | Metodologija naučnoistraživačkog rada                               | O                                            | I        | 3           | 2  | 25%    | 7    |
| MTSM102                                                                | Ljudski resursi I organizaciono ponašanje u turizmu I hotelijerstvu | O                                            | I        | 3           | 3  | 25%    | 8    |
| MTSM103                                                                | Međunarodna turistička tržišta                                      | O                                            | I        | 3           | 3  | 25%    | 8    |
| MTSM104                                                                | Digitalni marketing u turizmu I hotelijerstvu                       | O                                            | I        | 3           | 2  | 25%    | 7    |
| MTSM205                                                                | Međunarodno pravo I politika u turizmu                              | O                                            | II       | 3           | 3  | 25%    | 8    |
| MTSM206                                                                | Međunarodna hotelska industrija                                     | O                                            | II       | 3           | 3  | 25%    | 8    |
| MTSM207                                                                | Cjenovna politika I upravljanje troškovima u turizmu                | O                                            | II       | 3           | 2  | 25%    | 7    |
| MTSM208                                                                | Business communication                                              | O                                            | II       | 3           | 2  | 25%    | 7    |
| UKUPNO                                                                 |                                                                     |                                              |          | 24          | 20 | 25%    | 60   |

| DRUGA GODINA                                             |                                              |                                              |          |             |    |        |      |
|----------------------------------------------------------|----------------------------------------------|----------------------------------------------|----------|-------------|----|--------|------|
| Šifra predmeta                                           | Naziv predmeta                               | Staus predmeta<br>(O-obavezan<br>I -izborni) | Semestar | Broj časova |    |        | ECTS |
|                                                          |                                              |                                              |          | P           | V  | PRAKSA |      |
| MTSM309                                                  | Održivo poslovanje u turizmu I hotelijerstvu | O                                            | III      | 3           | 3  | 25%    | 8    |
| MTSM3010                                                 | Menadžment inovacija u turizmu               | O                                            | III      | 3           | 3  | 25%    | 8    |
|                                                          | Modul                                        | I                                            | III      | 6           | 4  | 25%    | 14   |
|                                                          | Master rad                                   | O                                            | IV       |             |    | 25%    | 30   |
| UKUPNO                                                   |                                              |                                              |          | 12          | 10 | 25%    | 60   |
| MODUL 1 - MARKETING MENADŽMENT U TURIZMU I HOTELIJERSTVU |                                              |                                              |          |             |    |        |      |
| Šifra                                                    | Naziv predmeta                               | Staus predmeta                               | Semestar | Broj časova |    |        | ECTS |

| predmeta                                   |                                                    | (O-obavezan<br>I -izborni)                   |          | P           | V | PRAKSA |      |
|--------------------------------------------|----------------------------------------------------|----------------------------------------------|----------|-------------|---|--------|------|
| MTSM3011                                   | Ponašanje potrošača                                | O                                            | III      | 3           | 2 | 25%    | 7    |
| MTSM3012                                   | Dizajniranje usluga u<br>turizmu I hotelijerstvu   | O                                            | III      | 3           | 2 | 25%    | 7    |
| UKUPNO                                     |                                                    |                                              |          | 6           | 4 | 25%    | 14   |
| MODUL 2 - MENADŽMENT INVESTICIJA U TURIZMU |                                                    |                                              |          |             |   |        |      |
| Šifra<br>predmeta                          | Naziv predmeta                                     | Staus predmeta<br>(O-obavezan<br>I -izborni) | Semestar | Broj časova |   |        | ECTS |
|                                            |                                                    |                                              |          | P           | V | PRAKSA |      |
| MTSM3013                                   | Investicije u turizmu                              | O                                            | III      | 3           | 2 | 25%    | 7    |
| MTSM3014                                   | Finansijskimenadžment u<br>turizmu I hotelijerstvu | O                                            | III      | 3           | 2 | 25%    | 7    |
| UKUPNO                                     |                                                    |                                              |          | 6           | 4 | 25%    | 14   |

## INFORMACIONE LISTE I GODINA

| METODOLOGIJA NAUČNO ISTRAŽIVAČKOG RADA            |            |                    |                                                                                                                                          |               |
|---------------------------------------------------|------------|--------------------|------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| OPŠTE INFORMACIJE                                 |            |                    |                                                                                                                                          |               |
| Šifra predmeta:                                   | MTSM101    | Profesor:          | Prof. dr Radislav Jovović, Prof. dr Hasan Hanić, Prof. dr Darko Lacmanović                                                               |               |
| Status predmeta:                                  | Obavezni   | Saradnik:          |                                                                                                                                          |               |
| Godina:                                           | 1.         | Konsultacije:      | Shodno objavljenom rasporedu                                                                                                             |               |
| Semestar:                                         | I (zimski) | Studijski program: | Akademske studije: Matser, Internacionalni menadžment u turizmu i hotelijerstvu; modul 2: Marketing menadžment u turizmu i hotelijerstvu |               |
| ECTS/CSPK:                                        | 7          |                    |                                                                                                                                          |               |
| RASPORED SATI                                     |            |                    |                                                                                                                                          |               |
| Predavanja                                        |            | Vježbe             |                                                                                                                                          | Praktičan rad |
| 48 (3 nedjeljno)                                  |            | 32 (2 nedjeljno)   |                                                                                                                                          | 25%           |
| OPTEREĆENJE STUDENATA                             |            |                    |                                                                                                                                          |               |
|                                                   | Sedmično   | Semestralno        | Ukupno u toku semestra:                                                                                                                  |               |
| Predavanja                                        | 3:00 h     | 48:00 h            | Nastava i završni ispit:                                                                                                                 | 149:20 h      |
| Vježbe                                            | 2:00 h     | 32:00 h            | Neophodne pripreme za upis i ovjeru semestra                                                                                             | 18:40 h       |
| Praktican rad                                     | 25%        | 25%                |                                                                                                                                          |               |
| Samostalan rad i konsultacije                     | 4:20 h     | 69:20 h            | Priprema i polaganje ispita u popravnom ispitnom roku                                                                                    | 42:00 h       |
| Ukupno:                                           | 9:20 h     | 149:20 h           | Ukupno:                                                                                                                                  | 210:00 h      |
| OPIS PREDMETA                                     |            |                    |                                                                                                                                          |               |
| Uslovljenost drugim predmetima:                   |            |                    |                                                                                                                                          |               |
| Nema uslova za prijavljivanje i slušanje predmeta |            |                    |                                                                                                                                          |               |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Ciljevi izučavanja predmeta:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                          |
| Osposobljavanje studenata da razumiju pojam, ulogu i značaj akademskih i primijenjenih istraživanja u turizmu i uspješno primjene metodologiju istraživanja u oblikovanju naučnih, naučno-stručnih i stručnih djela u oblasti turizma.                                                                                                                                                                                                                                                                                                                           |                                                                                                                                          |
| <b>Metod nastave i savladanja gradiva:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                          |
| Predavanja, vježbe, izrada seminarskih radova, praktični rad, kolokvijumi i završni ispit. Konsultacije.                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                          |
| <b>SADRŽAJ PREDMETA (PREDAVANJA)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                          |
| Pripremna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Priprema i upis semestra                                                                                                                 |
| I nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Uvod u metodologiju naučno-istraživačkog rada.<br>Praktičan rad: Priprema istraživanja na zadatu temu i formiranje istraživačkih timova. |
| II nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Osnovne metode saznanja. Kreativna radionica - debata.                                                                                   |
| III nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Posebne metode saznanja. Kreativna radionica-debata.<br>Praktičan rad: Izrada upitnika i plana realizacija istraživanja.                 |
| IV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Oblik i proces naučnog saznanja. Kreativna radionica-debata.                                                                             |
| V nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Uvod u izradu naučnog djela. Kreativna radionica-debata.                                                                                 |
| VI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Izbor teme. Kreativna radionica-debata.                                                                                                  |
| VII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Slobodna nedjelja                                                                                                                        |
| VIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Plan naučnog istraživanja. Kreativna radionica-debata.<br>Praktičan rad: Realizacija istraživanja.                                       |
| IX nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Klasifikacija naučnih i stručnih publikacija.<br>Praktičan rad: Realizacija istraživanja                                                 |
| X nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Pretraživanje baza podataka i ostalih online izvora.<br>Praktičan rad: Realizacija istraživanja                                          |
| XI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pojam i vrste naučnih i stručnih djela.<br>Praktičan rad: Realizacija istraživanja                                                       |
| XII nedjeljak                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Etape u izradi naučnog rada. Prikupljanje naučnih publikacija.<br>Praktičan rad: Realizacija istraživanja.                               |
| XIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Etape u izradi naučnog rada. Proučavanje naučnih publikacija<br>Praktičan rad: Realizacija istraživanja.                                 |
| XIV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Etape u izradi naučnog rada. Pisana obrada naučnog istraživanja.<br>Praktičan rad: Realizacija istraživanja.                             |
| XV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Bitne karakteristike naučnog i stručnog djela.<br>Praktičan rad: Prezentacija seminarskih radova sa rezultatima istraživanja.            |
| Završna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Završni ispit                                                                                                                            |
| <b>OBAVEZE STUDENATA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                          |
| <p>Studenti su obavezni da pohađaju nastavu i vježbe. Studenti pripremaju i prezentuju jedan seminarski rad, učestvuju u debati nakon prezentacije seminarskog rada (kreativna radionica), obavljaju praktični rad, rade kolokvijume i završni ispit.</p> <p><u>Praktičan rad:</u> 25 % časova vježbi će se organizovati kao praktičan rad kroz istraživanje zadatog problema u turizmu, izradu i javnu prezentaciju seminarskog rada sa rezultatima primarnog istraživanja u oblasti teme istraživanja.</p>                                                     |                                                                                                                                          |
| <b>ISHODI UČENJA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                          |
| <p>Po završetku kursa Akademski i primijenjeni istraživanja u turizmu student:</p> <ul style="list-style-type: none"> <li>- Savladava pojam, značaj i ulogu nauke i naučnoistraživačkog rada u kontekstu turizma;</li> <li>- Prepoznaje naučne metode u istraživanju;</li> <li>- Klasifikuje naučna, naučno-stručna i stručna djela;</li> <li>- Primjenjuje tehnike u izradi naučnih i stručnih djela;</li> <li>- Osmisli, organizuje i realizuje naučno i stručno istraživanje u izradi naučnih, naučno-stručnih i stručnih djela u oblasti turizma.</li> </ul> |                                                                                                                                          |

## LITERATURA

1. Zelenika, R. (2011). *Metodologija i tehnologija izrade znanstvenog i stručnog djela* (5. izdanje). Rijeka: Ekonomski fakultet, Sveučilišta u Rijeci. ISBN 978-953-6148-98-1
2. Kothari, C.R., Garg, G. (2019). *Research methodology methods and techniques* (4<sup>th</sup> ed.). New Delhi: New Age Press. ISBN 9789386649225
3. Creswell, J.W., Creswell, J.D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5<sup>th</sup> ed.). London: SAGE. ISBN 978-1-5063-8670-6
4. Leedy, P.D., Ormrod, J.E. (2015). *Practical Research: Planning and Design* (11<sup>th</sup> ed.). London: Pearson Education. ISBN 978-1-29-209587-5
5. Kumar, R. (2014). *Research methodology, a step-by-step guide for beginners* (4<sup>rd</sup> ed.). London: SAGE. ISBN 978-1446269978
6. Ivanović, Z. (2011). *Metodologija znanstvenog istraživanja*. Kastav, Rijeka: SAIVA. ISBN 978-953-56413-0-8
7. Šušnjić, Đ. (2007). *Metodologija*. Beograd: Čigoja. ISBN 978-86-7558-511-4
8. Blaug, M. (2017). *Metodologija ekonomije*. Beograd: Centar za izdavačku delatnost Ekonomskog fakulteta univerziteta u Beogradu. ISBN 978-86-403-1514-2

- Nastavni materijali dostupni na web stranici predmeta u okviru sistema za e-učenje ( <http://e-fit.unimediterranean.net> )

## OBLICI PROVJERE ZNANJA I OCJENJIVANJE

Poeni koje studenti dobijaju za uspešno ispunjene obaveze:

- Prisustvo predavanjima i vježbama, aktivnost do 5 poena
- Praktičan rad 25 poena
- Kolokvijum I 10 poena
- Kolokvijum II 10 poena
- Završni ispit, do 50 poena

Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena.

| Ocjena     | A      | B     | C     | D     | E     |
|------------|--------|-------|-------|-------|-------|
| Broj poena | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

### Posebna naznaka za predmet:

Nastavnik koji je pripremio podatke: Prof. dr Radislav Jovović, Prof. dr Hasan Hanić, Prof. dr Darko Lacmanović

## LJUDSKI RESURSI I ORGANIZACIONO PONASANJE U TURIZMU I HOTELIJERSTVU

### OPŠTE INFORMACIJE

|                  |            |                    |                                                                |
|------------------|------------|--------------------|----------------------------------------------------------------|
| Šifra predmeta:  | MTSM102    | Profesor:          | Prof. dr Sanja Vlahović                                        |
| Status predmeta: | Obavezan   | Saradnik:          |                                                                |
| Godina:          | 1.         | Konsultacije:      | Po utvrđenom rasporedu konsultacija                            |
| Semestar:        | I (zimski) | Studijski program: | Akademske studije: Master Menadžment u turizmu i hotelijerstvu |
| ECTS/CSPK:       | 8          |                    |                                                                |

### RASPORED SATI

|                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                 |                  |                                                       |               |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------|-------------------------------------------------------|---------------|----------|
| Predavanja                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                 | Vježbe           |                                                       | Praktičan rad |          |
| 48 (3 nedjeljno)                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                 | 48 (3 nedjeljno) |                                                       | 25%           |          |
| OPTEREĆENJE STUDENATA                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                 |                  |                                                       |               |          |
|                                                                                                                                                                                                                                                                                                                                                                                                                       | Sedmično                                                                        | Semestralno      | Ukupno u toku semestra:                               |               |          |
| Predavanja                                                                                                                                                                                                                                                                                                                                                                                                            | 3                                                                               | 48               | Broj sati za nastavu i završni ispit:                 |               | 128:00   |
| Vježbe                                                                                                                                                                                                                                                                                                                                                                                                                | 3                                                                               | 48               | Neophodne pripreme za upis i ovjeru semestra          |               | 16:00    |
| Praktičan rad                                                                                                                                                                                                                                                                                                                                                                                                         | 25%                                                                             | 25%              |                                                       |               |          |
| Samostalan rad i konsultacije                                                                                                                                                                                                                                                                                                                                                                                         | 2:00                                                                            | 32:00            | Priprema i polaganje ispita u popravnom ispitnom roku |               | 36:00    |
| Ukupno:                                                                                                                                                                                                                                                                                                                                                                                                               | 8                                                                               | 128              | Ukupno:                                               |               | 180:00 h |
| OPIS PREDMETA                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                 |                  |                                                       |               |          |
| Uslovljenost drugim predmetima:<br>Nema                                                                                                                                                                                                                                                                                                                                                                               |                                                                                 |                  |                                                       |               |          |
| Ciljevi izučavanja predmeta:<br>Cilj predmeta je upoznavanje sa funkcijama menadžmenta ljudskih resursa u savremenim turističkim organizacijama i osposobljavanje studenata za lakšu socijalizaciju u organizacijama. Ovaj predmet obrađuje važne elemente menadžmenta – kadrove – kao pokretače razvoja kompanija, nositelje promjena, inovatore, animatore kulturnog ophođenja, kreativne participante menadžmenta. |                                                                                 |                  |                                                       |               |          |
| Metod nastave i savladanja gradiva:<br>Predavanja, vježbe, seminarski radovi, kolokvijumi i završni ispit. Konsultacije.                                                                                                                                                                                                                                                                                              |                                                                                 |                  |                                                       |               |          |
| SADRŽAJ PREDMETA (PREDAVANJA)                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                 |                  |                                                       |               |          |
| Pripremna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                    | Priprema i upis semestra                                                        |                  |                                                       |               |          |
| I nedjelja                                                                                                                                                                                                                                                                                                                                                                                                            | Uvod u predmet                                                                  |                  |                                                       |               |          |
| II nedjelja                                                                                                                                                                                                                                                                                                                                                                                                           | Istorijat razvoja menadžmenta ljudskih resursa                                  |                  |                                                       |               |          |
| III nedjelja                                                                                                                                                                                                                                                                                                                                                                                                          | Mjesto i uloga čovjeka u modernim organizacijama                                |                  |                                                       |               |          |
| IV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                           | Teorijske koncepcije ljudskih resursa                                           |                  |                                                       |               |          |
| V nedjelja                                                                                                                                                                                                                                                                                                                                                                                                            | Procesi stvaranja i korišćenja ljudskih resursa – vizija, strategija i politika |                  |                                                       |               |          |
| VI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                           | Sistem planiranja razvoja ljudskih resursa                                      |                  |                                                       |               |          |
| VII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                          | SLOBODNA SEMDICA                                                                |                  |                                                       |               |          |
| VIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                         | Pribavljanje, odabir, motivacija, vrjednovanje                                  |                  |                                                       |               |          |
| IX nedjelja                                                                                                                                                                                                                                                                                                                                                                                                           | Preduzetnički aspekt menadžmenta ljudskih resursa                               |                  |                                                       |               |          |
| X nedjelja                                                                                                                                                                                                                                                                                                                                                                                                            | Upravljanje promjenama i kadrovi                                                |                  |                                                       |               |          |
| XI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                           | Poslovna kultura i ljudski resursi                                              |                  |                                                       |               |          |
| XII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                          | Uloga liderstva u menadžmentu ljudskim resursima                                |                  |                                                       |               |          |
| XIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                         | Organizacijska kultura i kadrovi                                                |                  |                                                       |               |          |
| XIV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                          | Kultura i poslovni običaji nekih zemalja                                        |                  |                                                       |               |          |
| XV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                           | Studije slučaja                                                                 |                  |                                                       |               |          |
| Završna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                      | Završni ispit                                                                   |                  |                                                       |               |          |

## OBAVEZE STUDENATA

Studenti su obavezni da pohađaju nastavu i vježbe. Studenti rade seminarske radove, kolokvijume i završni ispit.

## ISHODI UČENJA

Nakon uspješnog završenog kursa studenti će:

- Savladati pojam i koncept upravljanja ljudskim resursima
- Samostalno objasniti kompletan proces ULJR
- Savladati specifičnosti procesa ULJR u turizmu
- Se upoznati sa funkcijama kadrovske menadžmenta u savremenim turističkim organizacijama
- Biti osposobljeni za lakšu socijalizaciju u organizacijama
- Biti osposobljeni za selekciju kadrova u turizmu i hotelijerstvu, računanje radnog učinka, kreiranje programa obuke i usavršavanje zaposlenih u turizmu i hotelijerstvu.

Sadržaj predmeta povezan je sa materijom iz pojedinih naučnih disciplina kao što su: opšti menadžment, liderstvo, menadžment usluga i kvaliteta, preduzetništvo. Predavanje će biti prilagođeno polaznicima kursa kako bi se lakše shvatila predmetna materija i tako stečena znanja našla primjenu u praksi.

## LITERATURA

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3. Riley, M. (2014): *Human resource management in the hospitality and tourism industry*, Routledge, ISBN-13: 978-0750627290
4. Hayes, D. K., Ninemeier, J. D. (2015): *Human resources management in the hospitality industry 2nd Ed.*, John Wiley & Sons, ISBN-13: 978-1118988503
  - Nastavni materijali dostupni na web stranici predmeta u okviru sistema za e-učenje (<http://e-fit.unimediterranean.net>)

## OBLICI PROVJERE ZNANJA I OCJENJIVANJE

Poeni koje studenti dobijaju za uspešno ispunjene obaveze:

- Prisustvo predavanjima i vježbama, aktivnost do 5 poena
- Praktičan rad 25 poena
- Kolokvijum I 10 poena
- Kolokvijum II 10 poena
- Završni ispit, do 50 poena

Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena.

| Ocjena     | A      | B     | C     | D     | E     |
|------------|--------|-------|-------|-------|-------|
| Broj poena | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

Posebna naznaka za predmet:

Nastavnik koji je pripremio podatke:

Prof. dr Sanja Vlahović

## MEĐUNARODNA TURISTIČKA TRŽIŠTA

### OPŠTE INFORMACIJE

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                   |                    |                                                                                   |                            |
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| Šifra predmeta:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | MTSM103                                                                           | Profesor:          | Prof. dr Silvana Đurašević                                                        |                            |
| Status predmeta:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Obavezni                                                                          | Saradnik:          | Mr Andrea Kavarić                                                                 |                            |
| Godina:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 1.                                                                                | Konsultacije:      | Po dogovoru                                                                       |                            |
| Semestar:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | I (zimski)                                                                        | Studijski program: | Akademske studije: Master<br>Internacionalni menadžment u turizmu i hotelijerstvu |                            |
| ECTS/CSPK:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 8                                                                                 |                    |                                                                                   |                            |
| RASPORED SATI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                   |                    |                                                                                   |                            |
| Predavanja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                   | Vježbe             |                                                                                   | Praktičan rad-istraživanja |
| 48 (3 nedjeljno)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                   | 48 (3 nedjeljno)   |                                                                                   | 25%                        |
| OPTEREĆENJE STUDENATA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                   |                    |                                                                                   |                            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Sedmično                                                                          | Semestralno        | Ukupno u toku semestra:                                                           |                            |
| Predavanja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3:00 h                                                                            | 48:00 h            | Nastava i završni ispit:                                                          | 170:40 h                   |
| Vježbe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 3:00 h                                                                            | 48:00 h            | Neophodne pripreme za upis i ovjeru semestra                                      | 21:20 h                    |
| Praktičan rad-istraživanja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 25%                                                                               | 25%                |                                                                                   |                            |
| Samostalan rad i konsultacije                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 6:20 h                                                                            | 101:20 h           | Priprema i polaganje ispita u popravnom ispitnom roku                             | 48:00 h                    |
| Ukupno:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 10:40 h                                                                           | 197:40 h           | Ukupno:                                                                           | 240:00 h                   |
| OPIS PREDMETA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                   |                    |                                                                                   |                            |
| Uslovljenost drugim predmetima:<br>Nema                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                   |                    |                                                                                   |                            |
| Ciljevi izučavanja predmeta:<br>Cilj predmeta jeste upoznavanje kandidata sa globalnim kretanjima na veoma kompleksnom i dinamišnom međunarodnom turističkom tržištu. U okviru predmeta kandidati će se upoznati i istraživati fenomene turizma i putovanja, kao i njihove ključne komponente, njihove marketinške i promocione trendove, kao i trendove turističke politike i planiranja. Spoznaće moguće ekonomske i neekonomske uticaje na turistička kretanja. I faktore koji ih uslovljavau i koji u krajnjem utiču na pozicioniranje i konkurentnost jedne zemlje i regiona svijeta kao turističke destinacije. |                                                                                   |                    |                                                                                   |                            |
| Metod nastave i savladanja gradiva:<br>Predavanja, vježbe, rasprave, debate, završni ispit. konsultacije.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                   |                    |                                                                                   |                            |
| SADRŽAJ PREDMETA (PREDAVANJA)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                   |                    |                                                                                   |                            |
| Pripremna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Priprema i upis semestra                                                          |                    |                                                                                   |                            |
| I nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Karakteristike savremenog turizma                                                 |                    |                                                                                   |                            |
| II nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Definicija, obim, dinamika i struktura savremenog turističkog tržišta             |                    |                                                                                   |                            |
| III nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Efekti procesa globalizacije u međunarodnom turizmu                               |                    |                                                                                   |                            |
| IV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Tendencije razvoja turističke tražnje i turističke ponude                         |                    |                                                                                   |                            |
| V nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Redizajniranje turističke ponude                                                  |                    |                                                                                   |                            |
| VI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Procesi horizontalne i vertikalne koncentracijae na Evropskom turističkom tržištu |                    |                                                                                   |                            |

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| VII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Slobodna nedjelja                                                                         |
| VIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Uticaj razvoja avio saobraćaja na turistička kretanja                                     |
| IX nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Implikacije primjene informacionih tehnologija na razvoj međunarodnih turističkih tržišta |
| X nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Uticaj ekonomskih i vanekonomskih faktora na turistička kretanja                          |
| XI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Profili glavnih emitivnih tržišta Evrope                                                  |
| XII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Glavne turističke regije svijeta                                                          |
| XIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Ocjena tržišnih šansi u perspektivnom razvoju turizma Crne Gore                           |
| XIV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Međunarodna turistička tržišta u novom milenijumu                                         |
| XV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | „In -house“ predavanje                                                                    |
| Završna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Završni ispit                                                                             |
| <b>OBAVEZE STUDENATA</b><br>Studenti su obavezni da pohađaju nastavu. Studenti rade završni ispit.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                           |
| <b>ISHODI UČENJA</b><br>Po završetku predmeta <b>Međunarodna turistička tržišta</b> , student će: <ul style="list-style-type: none"> <li>• Kritički analizirati značaj i ulogu međunarodnih turističkih tržišta</li> <li>• Tumačiti efekte procesa globalizacije u međunarodnom turizmu;</li> <li>• Prepoznati savremene tendencije turističke tražnje I turističke ponude</li> <li>• Shvatiti integracione procese u turističkoj industriji I njihov značaj za bolje pozicioniranje na turističkom tržištu</li> <li>• Spoznati tržišne šanse Crne Gore na rastućim međunarodnim tržištima</li> <li>• Kritički procjenjivati stanje na turističkom tržištu I primjenjivati marketinške alate u cilju postizanja bolje pozicije destinacije na određenom turističkom tržištu.</li> </ul>                                                                                                                                                                                                                                                                                                                                                           |                                                                                           |
| <b>LITERATURA</b> <ol style="list-style-type: none"> <li>1. Boniface, B., Cooper, C. (2009). <i>Worldwide Destinations: The Geography of Travel and Tourism</i>. Fifth Ed. London: Elsevier. ISBN 9780750689472</li> <li>2. Buhalis, D. (2003). <i>e-Tourism: information technology for strategic tourism management</i>, London; Pearson (Financial Times/Prentice Hall). ISBN 0582357403.</li> <li>3. Cohen, E. (2012). <i>Globalization, Global Crises and Tourism</i>. Tourism Recreation Research 37 (2), 103-111.</li> <li>4. Đurašević, S.(2008). <i>Turistička putovanja- savremeni koncepti prodaje</i>, Podgorica: CID. ISBN 978-86-495-0374-8</li> <li>5. Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2013). 5th Ed. <i>Tourism: Principles and Practice</i>, Pearson, Harlow, England. ISBN 978-0273758273</li> <li>6. Unković, S., Zečević, B. (2014). <i>Ekonomika turizma</i>, Beograd: CID Ekonomski fakultet. ISBN 978-86-403-1162-5</li> </ol> Nastavni materijali dostupni na web stranici predmeta u okviru sistema za e-učenje ( <a href="http://e-fit.unimediterranean.net">http://e-fit.unimediterranean.net</a> ) |                                                                                           |
| <b>OBLICI PROVJERE ZNANJA I OCJENJIVANJE</b><br><br>Poeni koje studenti dobijaju za uspešno ispunjene obaveze: <ul style="list-style-type: none"> <li>– Prisustvo predavanjima i vježbama, aktivnost do 5 poena</li> <li>– Praktičan rad 25 poena</li> <li>– Kolokvijum I 10 poena</li> <li>– Kolokvijum II 10 poena</li> <li>– Završni ispit, do 50 poena</li> </ul> Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                           |
| Ocjena                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | A B C D E                                                                                 |



|                                      |                            |       |       |       |       |
|--------------------------------------|----------------------------|-------|-------|-------|-------|
| Broj poena                           | 91-100                     | 81-90 | 71-80 | 61-70 | 51-60 |
| Posebna naznaka za predmet:          | -                          |       |       |       |       |
| Nastavnik koji je pripremio podatke: | Prof. dr Silvana Đurašević |       |       |       |       |

| DIGITALNI MARKETING U TURIZMU I HOTELIJERSTVU                                                                                                                                                                                    |                                                                               |                    |                                                                   |               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|--------------------|-------------------------------------------------------------------|---------------|
| OPŠTE INFORMACIJE                                                                                                                                                                                                                |                                                                               |                    |                                                                   |               |
| Šifra predmeta:                                                                                                                                                                                                                  | MTSM104                                                                       | Profesor:          | Prof. dr Radislav Jovović                                         |               |
| Status predmeta:                                                                                                                                                                                                                 | Obavezni                                                                      | Saradnik:          | Doc. dr Anđela Jakšić Stojanović                                  |               |
| Godina:                                                                                                                                                                                                                          | 1                                                                             | Konsultacije:      | Po utvrđenom rasporedu konsultacija                               |               |
| Semestar:                                                                                                                                                                                                                        | I (zimski)                                                                    | Studijski program: | Akademske studije: Master<br>Menadžment u turizmu i hotelijerstvu |               |
| ECTS/CSPK:                                                                                                                                                                                                                       | 7                                                                             |                    |                                                                   |               |
| RASPORED SATI                                                                                                                                                                                                                    |                                                                               |                    |                                                                   |               |
| Predavanja                                                                                                                                                                                                                       |                                                                               | Vježbe             |                                                                   | Praktičan rad |
| 48 (3 nedjeljno)                                                                                                                                                                                                                 |                                                                               | 32 (2 nedjeljno)   |                                                                   | 40%           |
| OPTEREĆENJE STUDENATA                                                                                                                                                                                                            |                                                                               |                    |                                                                   |               |
|                                                                                                                                                                                                                                  | Sedmično                                                                      | Semestralno        | Ukupno u toku semestra:                                           |               |
| Predavanja                                                                                                                                                                                                                       | 3                                                                             | 48                 | Broj sati za nastavu i završni ispit:                             | 149:20        |
| Vježbe                                                                                                                                                                                                                           | 2                                                                             | 32                 | Broj sati za pripremu i ovjeru semestra                           | 18:40         |
| Praktičan rad                                                                                                                                                                                                                    | 40%                                                                           | 40%                |                                                                   |               |
| Samostalan rad i konsultacije                                                                                                                                                                                                    | 4:20                                                                          | 69:20              | Priprema i polaganje ispita u popravnom ispitnom roku             | 42:00         |
| Ukupno:                                                                                                                                                                                                                          | 9:20                                                                          | 149:20             | Ukupno:                                                           | 210:00 h      |
| OPIS PREDMETA                                                                                                                                                                                                                    |                                                                               |                    |                                                                   |               |
| Uslovljenost drugim predmetima:<br>Nema                                                                                                                                                                                          |                                                                               |                    |                                                                   |               |
| Ciljevi izučavanja predmeta:<br>Cilj predmeta je da studentima pruži napredna znanja o savremenim konceptima liderstva; da pruži studentima mogućnost sticanja liderskih vještina što doprinosi njihovom profesionalnom razvoju. |                                                                               |                    |                                                                   |               |
| Metod nastave i savladanja gradiva:<br>Predavanja, vježbe, izrada domaćih zadataka, slučajevi iz prakse, kreativne radionice, profesionalni trening, kolokvijumi i završni ispit. Konsultacije.                                  |                                                                               |                    |                                                                   |               |
| SADRŽAJ PREDMETA (PREDAVANJA)                                                                                                                                                                                                    |                                                                               |                    |                                                                   |               |
| Pripremna nedjelja                                                                                                                                                                                                               | Priprema i upis semestra                                                      |                    |                                                                   |               |
| I nedjelja                                                                                                                                                                                                                       | Uvod u predmet                                                                |                    |                                                                   |               |
| II nedjelja                                                                                                                                                                                                                      | Marketing odnosa sa potrošačima u turizmu i hotelijerstvu – aktuelni trendovi |                    |                                                                   |               |
| III nedjelja                                                                                                                                                                                                                     | Kreiranje digitalnog marketing plana                                          |                    |                                                                   |               |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                |
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| IV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Web dizajn                                                     |
| V nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | SEO optimizacija                                               |
| VI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Google AdsWords                                                |
| VII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Slobodna sedmica                                               |
| VIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Uvod u web analitiku                                           |
| IX nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Facebook i razvoj biznisa u turizmu                            |
| X nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Instagram i razvoj biznisa u turizmu i hotelijerstvu           |
| XI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Poslovni alati i LinkedIN – primjena u turizmu i hotelijerstvu |
| XII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Poslovni alati i YouTube – primjena u turizmu i hotelijerstvu  |
| XIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Facebook reklamiranje i primjena u turizmu i hotelijerstvu     |
| XIV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | E-mail marketing u turizmu i hotelijerstvu                     |
| XV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Etika u digitalnom marketingu                                  |
| Završna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Završni ispit                                                  |
| <b>OBAVEZE STUDENATA</b><br>Studenti su obavezni da pohađaju nastavu i vježbe. Studenti projektni zadatak, digitalni marketing plan za određeno turističko ili hotelsko preduzeće, pripremaju i prezentuju do dva domaća zadatka, učestvuju u debati nakon prezentacije zadataka (kreativna radionica), rade kolokvijume i završni ispit.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                |
| <b>ISHODI UČENJA</b><br>Nakon završenog kursa student će: <ol style="list-style-type: none"> <li>1. Savladati koncepte i važnost digitalnog marketinga u turizmu i hotelijerstvu</li> <li>2. Samostalno kreirati digitalni marketing plan</li> <li>3. Samostalno upravlja digitalnim kanalima marketinga u turizmu i hotelijerstvu</li> <li>4. Steći napredne vještine u korišćenju i upravljanju društvenih medija u poslovne svrhe</li> </ol> Sadržaj predmeta povezan je sa materijom iz pojedinih naučnih disciplina kao što su: menadžment usluga, marketing, digitalne kompetencije. Predavanje će biti prilagođeno polaznicima kursa kako bi se lakše shvatila predmetna materija i tako stečena znanja našla primjenu u praksi.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                |
| <b>LITERATURA</b><br>Bauer, I. (2013): <i>Digitalni marketing</i> , Zavod za udžbenike, Beograd, ISBN: 9788617180612<br>Kotler, P., Kartajaya, H., Setiawan, I. (2016). <i>Marketing 4.0: Moving from traditional to digital</i> . John Wiley & Sons, ISBN: 978-1-119-34120-8<br>Kingsnorth, S. (2016). <i>Digital marketing strategy: an integrated approach to online marketing</i> . Kogan Page Publishers. EAN: 9780749474706<br>Hudson, S., & Hudson, L. (2017). <i>Marketing for tourism, hospitality &amp; events: a global &amp; digital approach</i> . Sage. ISBN: 9781473926646<br>Minazzi, R. (2015): <i>Social media marketing in tourism and hospitality</i> , New York: Springer, ISBN 978-3-319-05182-6<br>Ryan, D. (2016). <i>Understanding digital marketing: marketing strategies for engaging the digital generation</i> . Kogan Page Publishers. EAN: 9780749478438<br>Pulizzi, J. (2014): <i>Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less</i> , New York: McGraw-Hill Education. ISBN: 9780071819893<br>Dodson, I. (2016). <i>The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns</i> . John Wiley & Sons. ISBN: 978-1-119-26570-2<br>-Nastavni materijali dostupni na web stranici predmeta u okviru sistema za e-učenje ( <a href="http://e-fit.unimediterranean.net">http://e-fit.unimediterranean.net</a> ) |                                                                |
| <b>OBLICI PROVJERE ZNANJA I OCJENJIVANJE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                |

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------|---------------------------|-------|-------|
| Poeni koje studenti dobijaju za uspešno ispunjene obaveze: <ul style="list-style-type: none"> <li>- Prisustvo predavanjima i vježbama, aktivnost do 5 poena</li> <li>- Praktičan rad 25 poena</li> <li>- Kolokvijum I 10 poena</li> <li>- Kolokvijum II 10 poena</li> <li>- Završni ispit, do 50 poena</li> </ul> Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena. |        |       |                           |       |       |
| Ocjena                                                                                                                                                                                                                                                                                                                                                                                 | A      | B     | C                         | D     | E     |
| Broj poena                                                                                                                                                                                                                                                                                                                                                                             | 91-100 | 81-90 | 71-80                     | 61-70 | 51-60 |
| Posebna naznaka za predmet:                                                                                                                                                                                                                                                                                                                                                            |        |       |                           |       |       |
| Nastavnik koji je pripremio podatke:                                                                                                                                                                                                                                                                                                                                                   |        |       | Prof. dr Radislav Jovović |       |       |

| MEĐUNARODNO PRAVO I POLITIKA U TURIZMU |              |                    |                                                                   |               |
|----------------------------------------|--------------|--------------------|-------------------------------------------------------------------|---------------|
| OPŠTE INFORMACIJE                      |              |                    |                                                                   |               |
| Šifra predmeta:                        | MTSM205      | Profesor:          | Doc. dr Biljana Vukoslavčević                                     |               |
| Status predmeta:                       | Obavezni     | Saradnik:          | Mr Milena Kavarić                                                 |               |
| Godina:                                | I            | Konsultacije:      | Po utvrđenom rasporedu konsultacija                               |               |
| Semestar:                              | II (ljetnji) | Studijski program: | Akademske studije: Master<br>Menadžment u turizmu i hotelijerstvu |               |
| ECTS/CSPK:                             | 8            |                    |                                                                   |               |
| RASPORED SATI                          |              |                    |                                                                   |               |
| Predavanja                             |              | Vježbe             |                                                                   | Praktičan rad |
| 48 (3 nedjeljno)                       |              | 48 (3 nedjeljno)   |                                                                   | 25%           |
| OPTEREĆENJE STUDENATA                  |              |                    |                                                                   |               |
|                                        | Sedmično     | Semestralno        | Ukupno u toku semestra:                                           |               |
| Predavanja                             | 3            | 48                 | Broj sati za nastavu i završni ispit:                             | 170:40        |
| Vježbe                                 | 3            | 48                 | Neophodne pripreme za upis i ovjeru semestra                      | 21:20         |
| Praktičan rad                          | 25%          | 25%                |                                                                   |               |
| Samostalan rad i konsultacije          | 4:40         | 74:40              | Priprema i polaganje ispita u popravnom ispitnom roku             | 48:00         |
| Ukupno:                                | 10:40        | 170:40             | Ukupno:                                                           | 180:00 h      |
| OPIS PREDMETA                          |              |                    |                                                                   |               |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| Uslovljenost drugim predmetima:<br>Nema                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                 |
| Ciljevi izučavanja predmeta:<br>Predmet pruža saznanja o karakteristikama razvoja međunarodnog turizma, posebno turizma Evrope i Mediterana, te razvoja turizma u Crnoj Gori i okruženju, kao i o karakteristikama strateške i operativne turističke politike.                                                                                                                                                                                                                                                                                                                  |                                                                 |
| Metod nastave i savladanja gradiva:<br>Predavanja, vježbe, seminarski radovi, kolokvijumi i završni ispit. Konsultacije.                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                 |
| <b>SADRŽAJ PREDMETA (PREDAVANJA)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                 |
| Pripremna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Priprema i upis semestra                                        |
| I nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Uvod u predmet                                                  |
| II nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Turistička strategija 1                                         |
| III nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Turistička strategija 2                                         |
| IV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Turistička politika Svijeta                                     |
| V nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Turistička politika Evrope 1                                    |
| VI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Turistička politika Evrope 2                                    |
| VII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | SLOBODNA SEMICA                                                 |
| VIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Kreiranje turističke strategije 1                               |
| IX nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Kreiranje turističke strategije 2                               |
| X nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Uloga prostornog planiranja u turističkoj politici              |
| XI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Turistička politika i planiranje turizma u zaštićenim oblastima |
| XII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Turistička politika Crne Gore do 2006 godine                    |
| XIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Turistička politika Crne Gore od 2006 godine                    |
| XIV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Prostorno planiranje u funkciji turističkog razvoja Crne Gore   |
| XV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Integracija Crne Gore u EU i turistička politika                |
| Završna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Završni ispit                                                   |
| <b>OBAVEZE STUDENATA</b><br>Studenti su obavezni da pohađaju nastavu i vježbe. Studenti rade seminarske radove, kolokvijume i završni ispit.                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                 |
| <b>ISHODI UČENJA</b><br>Nakon uspješnog završenog kursa student: <ul style="list-style-type: none"> <li>– Savladava koncepte i vrste turističkih strategija</li> <li>– Kreira strtegije i politike razvoja turističkih proizvoda na mikro nivou</li> <li>– Prelazi turističku politiku Svijeta I turističku politiku Evrope</li> <li>– Savladava ulogu i značaj prostornog planiranja u kreiranju turističke politike</li> <li>– Vršti analizu aktuelnih planova i strategija u turizmu</li> <li>– Dobro poznaje startegije i politike turističkog razvoja Crne Gore</li> </ul> |                                                                 |

**LITERATURA**

Swanson, J. R., Edgell Sr, D. L. (2013). *Tourism policy and planning: Yesterday, today, and tomorrow*. Routledge. ISBN-13: 978-1138491212

Veal, A. J. (2017). *Leisure, Sport and Tourism, Politics, Policy and Planning*. CABI. ISBN-13: 978-1780648033

Konstantinos, Styliadis, Weidenfeld (2018): *Tourism Policy and Planning Implementation: Issues and Challenges*, Routledge, u štampi.

Hall, C. M. (2008): *Tourism planning: Policies, processes and relationships*, Pearson Education, ISBN-13: 978-0132046527

Ratković R. (2008): *Razvoj turizma u Crnoj Gori – geneza, stanje, perspektive*, Fakultet za turizam Bar, ISBN XXX

Strategije razvoja turizma Crne Gore – arhiv

Urbanistički i prostorni planovi Crne Gore

-Nastavni materijali dostupni na web stranici predmeta u okviru sistema za e-učenje ( <http://e-fit.unimediterranean.net> )

**OBLICI PROVJERE ZNANJA I OCJENJIVANJE**

Poeni koje studenti dobijaju za uspešno ispunjene obaveze:

- Prisustvo predavanjima i vježbama, aktivnost do 5 poena
- Praktičan rad 25 poena
- Kolokvijum I 10 poena
- Kolokvijum II 10 poena
- Završni ispit, do 50 poena

Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena.

|            |        |       |       |       |       |
|------------|--------|-------|-------|-------|-------|
| Ocjena     | A      | B     | C     | D     | E     |
| Broj poena | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

Posebna naznaka za predmet:

Nastavnik koji je pripremio podatke: Doc. dr Biljana Vukoslavčević

**MEĐUNARODNA HOTELSKA INDUSTRIJA****OPŠTE INFORMACIJE**

|                         |          |                           |                           |
|-------------------------|----------|---------------------------|---------------------------|
| <b>Šifra predmeta:</b>  | MTSM206  | <b>Profesor:</b>          | Prof. Dr Krunoslav Čačić  |
| <b>Status predmeta:</b> | Obavezni | <b>Saradnik:</b>          | Doc. Dr Ana Stranjančević |
| <b>Godina:</b>          | V        | <b>Konsultacije:</b>      | Po dogovoru               |
| <b>Semestar:</b>        | II       | <b>Studijski program:</b> | Akaderske studije: Master |
| <b>ECTS/CSPK:</b>       | 8        |                           | Menadžment u turizmu      |

**RASPORED SATI**

|                   |                  |                         |
|-------------------|------------------|-------------------------|
| <b>Predavanja</b> | <b>Vježbe</b>    | <b>Praktičan rad</b>    |
| 48 (3 nedjeljno)  | 48 (3 nedjeljno) | 20 (1:30 min nedjeljno) |

**OPTEREĆENJE STUDENATA**

|                      | <b>Sedmično</b> | <b>Semestralno</b> | <b>Ukupno u toku semestra:</b>               |          |
|----------------------|-----------------|--------------------|----------------------------------------------|----------|
| Predavanja           | 3:00 h          | 48:00 h            | Nastava i završni ispit:                     | 170:40 h |
| Vježbe               | 3:00 h          | 48:00 h            | Neophodne pripreme za upis i ovjeru semestra | 21:20 h  |
| <b>Praktičan rad</b> | 1:30h           | 20:00h             |                                              |          |

|                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                              |                 |                                                       |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------------------------------------|-----------------|
| Samostalan rad i konsultacije                                                                                                                                                                                                                                                                                                                                                                        | 5:40 h                                                                                                                                                                                                                                                                                                       | 90:40 h         | Priprema i polaganje ispita u popravnom ispitnom roku | 48:00 h         |
| <b>Ukupno:</b>                                                                                                                                                                                                                                                                                                                                                                                       | <b>10:40 h</b>                                                                                                                                                                                                                                                                                               | <b>190:40 h</b> | <b>Ukupno:</b>                                        | <b>240:00 h</b> |
| <b>OPIS PREDMETA</b>                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                              |                 |                                                       |                 |
| <b>Uslovljenost drugim predmetima:</b><br>Nema                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                              |                 |                                                       |                 |
| <b>Ciljevi izučavanja predmeta:</b><br>Upoznavanje studenata sa globalnim hotelskim tržištem, pravila i zakonima koje važe u hotelskoj industriji. Prilagođavanje hotelskog poslovanja kulturološkim razlikama na tržištu i samostalno uočavanje prednosti poslovanja na novim tržištima. Upoznavanje sa internim i eksternim hotelskim okruženjem i samostano uočavanje snaga i slabosti preduzeća. |                                                                                                                                                                                                                                                                                                              |                 |                                                       |                 |
| <b>Metod nastave i savladanja gradiva:</b><br>Predavanja, vježbe, praktična nastava u hotelu, kolokvijumi, domaći zadaci i seminarski radovi, studentske posjete i završni ispit.                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                              |                 |                                                       |                 |
| <b>SADRŽAJ PREDMETA (PREDAVANJA)</b>                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                              |                 |                                                       |                 |
| Pripremna nedjelja                                                                                                                                                                                                                                                                                                                                                                                   | Priprema i upis semestra.                                                                                                                                                                                                                                                                                    |                 |                                                       |                 |
| I nedjelja                                                                                                                                                                                                                                                                                                                                                                                           | Uvod u međunarodni hotelski menadžment. Nastanak međunarodnog hotelskog menadžmenta. Globalizacija i internacionalizacija u hotelijerstvu. Upoznavanje sa konceptom međunarodnog hotelskog poslovanja. Case study primjeri međunarodnih hotelskih kompanija sa istorijom njihovog razvoja. Diskusija.        |                 |                                                       |                 |
| II nedjelja                                                                                                                                                                                                                                                                                                                                                                                          | Kultura kao izazov u međunarodnom hotelijerstvu. Vježba: Identifikacije kulturnih specifičnosti Crne Gore i kreiranje hotelske ponude u skladu sa kulturnim specifičnostima crnogoraca. (vježba se može primijeniti i na druge nacije)- praktičan grupni rad studenata.                                      |                 |                                                       |                 |
| III nedjelja                                                                                                                                                                                                                                                                                                                                                                                         | Elementi hotelijerstva, F&B sektor u međunarodnim hotelima, marketing segmentacija. Internacionalizacija malih hotela. Uvezivanje hotela u hotelske lance. Kondo hoteli. Kreativna radionica- internacionalizacija hotelskog poslovanja, stvaranje hotelskog brenda i lanca. Prezentacija nalaza. Diskusija. |                 |                                                       |                 |
| IV nedjelja                                                                                                                                                                                                                                                                                                                                                                                          | Međunarodno hotelsko okruženje. Analiza eksternog okruženja. Situaciona analiza. Analiza ekološkog okruženja hotela. Ključni uticaji na međunarodnom hotelskom tržištu. Radionica- analiza eksternog okruženja unaprijed zadatog hotela ili manjeg hotelskog lanca. Diskusija.                               |                 |                                                       |                 |
| V nedjelja                                                                                                                                                                                                                                                                                                                                                                                           | Međunarodni marketing u hotelijerstvu. Međunarodni marketing istraživanja i procjene. Globalno targetiranje. Standardizacija propagandnog programa. Dekodiranje povratnih informacija. Priprema za I kolokvijum- sublimacija gradiva.                                                                        |                 |                                                       |                 |
| VI nedjelja                                                                                                                                                                                                                                                                                                                                                                                          | Globalno targetiranje. Standardizacija propagandnog programa. Dekodiranje povratnih informacija. Vježba- analiza i djelovanje na osnovu uvida u povratne informacije gostiju i saradnika                                                                                                                     |                 |                                                       |                 |
| VII nedjelja                                                                                                                                                                                                                                                                                                                                                                                         | Slobodna sedmica                                                                                                                                                                                                                                                                                             |                 |                                                       |                 |
| VIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                        | Strategije ulaska hotela na međunarodno tržište. Neinvesticioni menadžerski angažmani u hotelijerstvu. Franšizing. Praktičan rad u međunarodnim hotelu sa kojim Fakultet ima potpisan ugovor o saradnji.                                                                                                     |                 |                                                       |                 |
| IX nedjelja                                                                                                                                                                                                                                                                                                                                                                                          | Strateško planiranje u hotelijerstvu i globalne hotelske strategije. Misije i ciljevi. Interne analize. Održive komparativne prednosti na hiperkomparativnom hotelskom tržištu. Praktičan rad u međunarodnim hotelu sa kojim Fakultet ima potpisan ugovor o saradnji.                                        |                 |                                                       |                 |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| X nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Ljudski resursi u hotelijerstvu- upravljanje razlikama. Formalna i neformalna organizacija u međunarodnom hotelijerstvu. Centralizacija i decentralizacija u hotelskom poslovanju. Praktičan rad u međunarodnom hotelu sa kojim Fakultet ima potpisan ugovor o saradnji. |
| XI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Preuzetništvo i mala i srednja hotelska preduzeća na globalnom hotelskom tržištu. Šanse i mogućnosti. Praktičan rad u međunarodnom hotelu sa kojim Fakultet ima potpisan ugovor o saradnji.                                                                              |
| XII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Prezentacija samostalne analize poslovanja međunarodne hotelske kompanije I kreiranje modela hotelske kompanije koja bi bila konkurentna na međunarodnom tržištu.                                                                                                        |
| XIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Društveno odgovorno hotelsko poslovanje na internacionalnim tržištima. Osjećaj za lokalnu zajednicu. Održivi razvoj. Kulturološka pitanja I dijalog sa stakeholderima. Case study primjeri odnosa hotelijera I lokalnog stanovništva na međunarodnom I domaćem tržištu.  |
| XIV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Korporacijska održivost. Pitanje odgovornosti hotelskog poslovanja. Socijalno izvještavanje. Životna sredina I hotelijerstvo. Stvaranje održivih poslovnih vrijednosti. Case study- ulazak međunarodnih hotelskih lanaca na novo tržište I njihov uticaj. Diskusija.     |
| XV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Analize u međunarodnom hotelijerstvu. Analiza kompanije na tržištima. Strategije kompanije. Analiza uticaja globalnog okruženja na kompaniju. Strategije ulaska na nova tržišta. Priprema za završni ispit.                                                              |
| Završna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Završni ispit.                                                                                                                                                                                                                                                           |
| <b>OBAVEZE STUDENATA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                          |
| Studenti su obavezni da pohađaju nastavu i vježbe. Studenti pripremaju i prezentuju jedan istraživački rad, učestvuju u debati nakon prezentacije zadataka i kreativna radionic, pohađaju praktičnu nastavu u hotelu, rade kolokvijume i završni ispit.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                          |
| <b>ISHODI UČENJA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                          |
| <p>Nakon završenog kursa student: poznaje principe poslovanja međunarodnog hotelijerstva. Identifikuje i analizira uticaje globalizacije i internacionalizacije na poslovanje hotela. Samostalno analizira kulturološke razlike i njihov uticaj, usklađuje hotelsku ponudu u skladu sa kulturološkim zahtjevima. Segmentira tržište i kreira strategiju nastupa na segmentiranom međunarodnom tržištu. Poznaje pravila i principe internacionalizacije malih hotela. Samostalno analizira eksterno i ekološko okruženje hotela na međunarodnom tržištu. U timu kreira strategije izazaka na međunarodno tržište i sklapa neinvesticione menadžerske aranžmane. Poznaje i poštuje postavke društveno odgovornog poslovanja i u timu analizira poziciju hotela na međunarodnom tržištu.</p> |                                                                                                                                                                                                                                                                          |
| <b>LITERATURA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                          |
| <p>Alan Clarke, Wei Chen (2007), International hospitality management- concepts and cases , Butterworth-Heinemann, USA, ISBN 978-0-7506-6675-6</p> <p>Timothy L.G Lockyer, The International Hotel Industry, Sustainable Management, Routledge, New York, London, USA, UK, ISBN 978-0-7890-3338-3</p> <p>-Nastavni materijali dostupni na web stranici predmeta u okviru sistema za e-učenje ( <a href="http://e-fit.unimediterranean.net">http://e-fit.unimediterranean.net</a> )</p>                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                          |
| <b>OBLICI PROVJERE ZNANJA I OCJENJIVANJE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                          |
| <p>Poeni koje studenti dobijaju za uspešno ispunjene obaveze:</p> <ul style="list-style-type: none"> <li>- Prisustvo predavanjima i vježbama, aktivnost do 5 poena</li> <li>- Praktičan rad 25 poena</li> <li>- Kolokvijum I 10 poena</li> <li>- Kolokvijum II 10 poena</li> <li>- Završni ispit, do 50 poena</li> </ul> <p>Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena.</p>                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                          |

|                                      |        |       |                          |       |       |
|--------------------------------------|--------|-------|--------------------------|-------|-------|
| Ocjena                               | A      | B     | C                        | D     | E     |
| Broj poena                           | 91-100 | 81-90 | 71-80                    | 61-70 | 51-60 |
| <b>Posebna naznaka za predmet:</b>   |        |       |                          |       |       |
| Nastavnik koji je pripremio podatke: |        |       | Prof. Dr Krunoslav Čačić |       |       |

| CJENOVNA POLITIKA I UPRAVLJANJE TRŠKOVIMA U TURIZMU                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                         |                    |                                                       |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------|-------------------------------------------------------|---------------|
| OPŠTE INFORMACIJE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                         |                    |                                                       |               |
| Šifra predmeta:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | MTSM207                                                                                 | Profesor:          | Doc. Dr Vladan Martić                                 |               |
| Status predmeta:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Obavezni                                                                                | Saradnik:          |                                                       |               |
| Godina:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 1.                                                                                      | Konsultacije:      | Po dogovoru                                           |               |
| Semestar:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | II (ljetnji)                                                                            | Studijski program: | Akademske studije: Master, Menadžment u turizmu       |               |
| ECTS/CSPK:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 7                                                                                       |                    |                                                       |               |
| RASPORED SATI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                         |                    |                                                       |               |
| Predavanja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                         | Vježbe             |                                                       | Praktični rad |
| 48 (3 nedjeljno)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                         | 32 (2 nedjeljno)   |                                                       | 25%           |
| OPTEREĆENJE STUDENATA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                         |                    |                                                       |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Sedmično                                                                                | Semestralno        | Ukupno u toku semestra:                               |               |
| Predavanja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 3:00 h                                                                                  | 48:00 h            | Nastava i završni ispit:                              | 149:20 h      |
| Vježbe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 2:00 h                                                                                  | 32:00 h            | Neophodne pripreme za upis i ovjeru semestra          | 18:40 h       |
| Praktični rad                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 25%                                                                                     | 25%                |                                                       |               |
| Samostalan rad i konsultacije                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 4:20 h                                                                                  | 69:20 h            | Priprema i polaganje ispita u popravnom ispitnom roku | 42:00 h       |
| Ukupno:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 9:20 h                                                                                  | 149:20h            | Ukupno:                                               | 210:00 h      |
| OPIS PREDMETA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                         |                    |                                                       |               |
| Uslovljenost drugim predmetima:<br>Nema                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                         |                    |                                                       |               |
| Ciljevi izučavanja predmeta:<br>Upoznavanje studenata sa osnovnim pravilima i procedurama prilikom administracije računarskih mreža. Kurs obrađuje glavna svojstva računarskih mreža nezavisno od njihove veličine. Sticanje praktičnih znanja potrebnih za administriranje računarskih mreža. Kroz primere iz prakse, polaznici će se uz rad na opremi upoznati sa načinima administriranja računarskih mreža i podešavanja mrežnih uređaja. Nakon završetka kursa, polaznici će moći samostalno da primene stečena znanja za dizajn i konfiguraciju računarskih mreža. |                                                                                         |                    |                                                       |               |
| Metod nastave i savladanja gradiva:<br>Predavanja, vježbe, praktična nastava u hotelu, kolokvijumi, domaći zadaci i seminarski radovi, studentske posjete i završni ispit.                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                         |                    |                                                       |               |
| SADRŽAJ PREDMETA (PREDAVANJA)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                         |                    |                                                       |               |
| Pripremna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Priprema i upis semestra                                                                |                    |                                                       |               |
| I nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Uvod u revenue menadžment, specifičnosti revenue menadžmenta. Dinamika cijena i akcija. |                    |                                                       |               |



|                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                                                                                                                           | Odnos revenue menažmenta, kontrole resursa i cijene Vježba kreativna radionica dinamično formiranje cijena u hotelima u Podgorici- rad u grupama.                                                                                                                                          |
| II nedjelja                                                                                                                                                                                                                                                                                                                                                               | Upravljanje resursima kompanije i overbooking. Forme optimizacije resursa i cijena. Cijenovna politika dodatne vrijednosti ponude prema program linearne determinante. Vježba: Samostalan rad studenta na času: simulacija situacije overbookinga u sezoni i kreiranje cijenovne politike. |
| III nedjelja                                                                                                                                                                                                                                                                                                                                                              | Segmentacija tržišta. Odnos segmentacije kupaca i segmentacije proizvoda. Segmentacija i cijenovna politika. Kreativna radionica- segmentacija tržišta i adaptacija ponude u skladu sa odabranim segmentima na uparijed zadatom primjeru kompanije. Presentacija nalaza. Diskusija.        |
| IV nedjelja                                                                                                                                                                                                                                                                                                                                                               | Kontrolne tehnike revenue menadžmenta: Generisanje instance. Statistički i dinamički aspekti. Case study uspješni primjeri primjene kontrolnih tehnika revenue menadžmenta. Diskusija.                                                                                                     |
| V nedjelja                                                                                                                                                                                                                                                                                                                                                                | Simulacija stohastičkog toka podataka tražnje Kreiranje modela dinamike tražnje. Simulacija jedinstvenog toka podataka.                                                                                                                                                                    |
| VI nedjelja                                                                                                                                                                                                                                                                                                                                                               | Simulacija podataka sa složenima zahtjevima tražnje. Priprema za I kolokvijum- sublimacija gradiva.                                                                                                                                                                                        |
| VII nedjelja                                                                                                                                                                                                                                                                                                                                                              | Slobodna sedmica                                                                                                                                                                                                                                                                           |
| VIII nedjelja                                                                                                                                                                                                                                                                                                                                                             | Predviđanje zahtjeva tražnje. Teorijski pristup prognoziranju. Prognoziiranje i tačnost. Jednostavan i ponderisan pokretni prosjek. Praktičan rad u hotelu sa kojim Fakultet ima potpisan ugovor o saradnji.                                                                               |
| IX nedjelja                                                                                                                                                                                                                                                                                                                                                               | Cijenovna analitika. Alati za postavljanje cijenovne politike u hotelijerstvu Vrste cijena u hotelijerstvu. Faktori koji utiču na cijenvnu politiku u hotelijerstvu. Diskriminacija cijena Praktičan rad u hotelu sa kojim Fakultet ima potpisan ugovor o saradnji.                        |
| X nedjelja                                                                                                                                                                                                                                                                                                                                                                | Analize revenue menadžmenta. Operacione analize Alati revenue menadžmenta kriva bookiranja.. Praktičan rad u hotelu sa kojim Fakultet ima potpisan ugovor o saradnji.                                                                                                                      |
| XI nedjelja                                                                                                                                                                                                                                                                                                                                                               | Stvaranje vrijednosti u hotelijerstvu. Vrste vrijednosti. Matrica vrijednosti i prednosti projekta. Praktičan rad u hotelu sa kojim Fakultet ima potpisan ugovor o saradnji.                                                                                                               |
| XII nedjelja                                                                                                                                                                                                                                                                                                                                                              | Presentacija izvještaja sa praktične nastave i ocjena ostvarenih učinaka. Presentacija samostalnog prattičnog rada studenta.                                                                                                                                                               |
| XIII nedjelja                                                                                                                                                                                                                                                                                                                                                             | Kombinovani alati revenue menadžmenta. Menadžment kanala distribucije. Izbor kanala distribucije. Odnos cijene sobe i finasijske međuzavisnosti između hotela i distributera. Radionica- primjena revenue menadžment alata na unaprijed zadatom konkretnom primjeru.                       |
| XIV nedjelja                                                                                                                                                                                                                                                                                                                                                              | Revenue menadžment u sektorima u hotelu. Revenue menadžment u F&B sektoru, Revenue menadžment u fitness i wellness i spa sektoru. Revenue menadžment u sektoru soba. Case study- revenue menadžment u hotelskim sektorima. Diskusija.                                                      |
| XV nedjelja                                                                                                                                                                                                                                                                                                                                                               | Revenue menadžment, etika i marketing odnosa. Etička pitanja u revenue menadžmentu hotela. Priprema za završni ispit.                                                                                                                                                                      |
| Završna nedjelja                                                                                                                                                                                                                                                                                                                                                          | Završni ispit.                                                                                                                                                                                                                                                                             |
| <b>OBAVEZE STUDENATA</b><br>Studenti su obavezni da pohađaju nastavu i vježbe. Studenti pripremaju i prezentuju jedan istraživački rad, učestvuju u debati nakon prezentacije zadataka i kreativna radionica, pohađaju praktičnu nastavu u hotelu, rade kolokvijume i završni ispit.                                                                                      |                                                                                                                                                                                                                                                                                            |
| <b>ISHODI UČENJA</b><br>Nakon završenog kursa student: raspolaže i koristi pojmove revenue menadžmenta, poznaje i koristi pravila za postavljanje dinamičnih cijena, samostalno kreira cijenvnu politiku, samostalno vrđi segmentaciju tržišta i adaptira ponudu kompanije zahtjevima na tržištu. Samostalno ocjenjuje resurse i potencijale kompanije. Poznaje i koristi |                                                                                                                                                                                                                                                                                            |

kontrolne tehnike revenue menadžmenta. Poznaj i koristi revenue menadžmenu u pojedinačnim sektorima hotela. Samostalno upravlja kanalima distribucije u hotlijerstvu. Pozna je i primjenjuje najviše standarde i etičke kodekse u revenue menadžmentu.

#### LITERATURA

1. Michael Muler-Bungart (2007), Revenue management with flexible products, Springer, Berlin, Germany
2. Tudor Badea and Mark Ferguson (2014), Segmentation Revenue Management and Pricing Analytics, Routledge, New York and London, USA, UK
3. Stanislav Ivanov (2014), Hotel Revenue Management Theory and Practice- Zangador, Varna, Bulgaria

#### OBLICI PROVJERE ZNANJA I OCJENJIVANJE

Poeni koje studenti dobijaju za uspješno ispunjene obaveze:

- Prisustvo predavanjima i vježbama, aktivnost do 5 poena
- Praktičan rad 25 poena
- Kolokvijum I 10 poena
- Kolokvijum II 10 poena
- Završni ispit, do 50 poena

Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena.

|            |        |       |       |       |       |
|------------|--------|-------|-------|-------|-------|
| Ocjena     | A      | B     | C     | D     | E     |
| Broj poena | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

Posebna naznaka za predmet:

Nastavnik koji je pripremio podatke: Doc. Dr Vladan Martić

## BUSINESS COMMUNICATION

### OPŠTE INFORMACIJE

|                  |              |                    |                                                                                   |
|------------------|--------------|--------------------|-----------------------------------------------------------------------------------|
| Šifra predmeta:  | MTSM208      | Profesor:          | Mr Milena Lukšić – Đurović, viši lektor za engleski jezik                         |
| Status predmeta: | Obavezni     | Saradnik:          |                                                                                   |
| Godina:          | 1.           | Konsultacije:      | Da - po dogovoru i prema rasporedu konsultacija.                                  |
| Semestar:        | II (ljetnji) | Studijski program: | Akademske master studije:<br>Internacionalni menadžment u turizmu I hotelijerstvu |
| ECTS/CSPK:       | 7            |                    |                                                                                   |

#### RASPORED SATI

|                  |                  |               |
|------------------|------------------|---------------|
| Predavanja       | Vježbe           | Praktični rad |
| 48 (3 nedjeljno) | 32 (2 nedjeljno) | 25%           |

#### OPTEREĆENJE STUDENATA

|            | Sedmično | Semestralno | Ukupno u toku semestra:             |          |
|------------|----------|-------------|-------------------------------------|----------|
| Predavanja | 3:00 h   | 48:00 h     | Nastava i završni ispit:            | 149:20 h |
| Vježbe     | 2:00 h   | 32:00 h     | Neophodne pripreme za upis i ovjeru | 18:40 h  |

|                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                            |                 |                                                       |                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------------------------------------|-----------------|
| Praktični rad                                                                                                                                                                                                                                                                                                                                | 25%                                                                                                                                                                                                                                                                                                                                                                        | 25%             | semestra                                              |                 |
| Samostalan rad i konsultacije                                                                                                                                                                                                                                                                                                                | 4:20 h                                                                                                                                                                                                                                                                                                                                                                     | 69:20 h         | Priprema i polaganje ispita u popravnom ispitnom roku | 42:00 h         |
| <b>Ukupno:</b>                                                                                                                                                                                                                                                                                                                               | <b>9:20 h</b>                                                                                                                                                                                                                                                                                                                                                              | <b>149:20 h</b> | <b>Ukupno:</b>                                        | <b>210:00 h</b> |
| OPIS PREDMETA                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                            |                 |                                                       |                 |
| Uslovljenost drugim predmetima:<br>Nema                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                            |                 |                                                       |                 |
| Ciljevi izučavanja predmeta:<br>Nakon završetka kursa, polaznici će moći da samostalno primijene stečena znanja funkcionalnog engleskog jezika u turizmu i hotelijerstvu. Kurs prati gradivo turizma i hotelijerstva na maternjem jeziku sa ciljem da olakša usvajanje potrebne leksike, izraza i gramatičkih struktura na engleskom jeziku. |                                                                                                                                                                                                                                                                                                                                                                            |                 |                                                       |                 |
| Metod nastave i savladanja gradiva:<br>Predavanja, vježbe, radionice, seminarski radovi, kolokvijumi i završni ispit. Konsultacije.                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                            |                 |                                                       |                 |
| SADRŽAJ PREDMETA (PREDAVANJA)                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                            |                 |                                                       |                 |
| Pripremna nedjelja                                                                                                                                                                                                                                                                                                                           | Priprema i upis semestra                                                                                                                                                                                                                                                                                                                                                   |                 |                                                       |                 |
| I nedjelja                                                                                                                                                                                                                                                                                                                                   | Introduction to English for Marketing as a specialized discourse used for specific purposes – why, when, how?<br>Jobs and responsibilities – how to increase your own visibility and get a job in marketing – market yourself!                                                                                                                                             |                 |                                                       |                 |
| II nedjelja                                                                                                                                                                                                                                                                                                                                  | Marketing: Corporate identity, logos, branding –what these tell us about the product?<br>Terminology and skills in marketing<br>Bobette Buster: The Arc of Storytelling – YouTube                                                                                                                                                                                          |                 |                                                       |                 |
| III nedjelja                                                                                                                                                                                                                                                                                                                                 | Finding the customer 1: Market research terminology, Customer profiles, asking polite questions, giving and asking for opinions, agreeing and disagreeing,<br>Workshop 1                                                                                                                                                                                                   |                 |                                                       |                 |
| IV nedjelja                                                                                                                                                                                                                                                                                                                                  | Finding the customer 2: Data collection and reports writing, Telephone survey and politeness techniques.<br>Workshop 2                                                                                                                                                                                                                                                     |                 |                                                       |                 |
| V nedjelja                                                                                                                                                                                                                                                                                                                                   | Planning marketing strategy 1: The marketing plan – writing a positioning strategy<br>The 4 Ps of marketing – terminology, phraseology and skills<br>Storytelling in commercial creativity, Different types of story – The seven story archetypes<br>Why do archetypes underpin all our stories?<br>TV series: Mad Men – what can we learn about creativity?<br>Workshop 3 |                 |                                                       |                 |
| VI nedjelja                                                                                                                                                                                                                                                                                                                                  | Planning marketing strategy 2: Pricing and positioning strategies, giving a presentation of your product – how to be persuasive in 3 minutes<br>Project development: meet your clients, research<br>Why is story important to brands? Brands archetypes.<br>TV series: Mad Men – the importance of the questions of how(s)?<br>Workshop 4                                  |                 |                                                       |                 |
| VII nedjelja                                                                                                                                                                                                                                                                                                                                 | Slobodna nedjelja                                                                                                                                                                                                                                                                                                                                                          |                 |                                                       |                 |
| VIII nedjelja                                                                                                                                                                                                                                                                                                                                | Creating ads 1: The AiDA model for advertising: discussing an ad campaign – case studies related to Montenegro – observing the campaigns launched for different purposes, products and services<br>Tools to develop your story, shaping your story: simplicity, truth, entertainment<br>Workshop 5                                                                         |                 |                                                       |                 |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| IX nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>Creating ads 2: Working with an ad agency,<br/>Advertising channels<br/>Rate sheets: Giving feedback<br/>Know your audience – simplify your message: make your audience the hero to drive the change (identify and reach your audience)<br/>Give feedback to another learner's story<br/>TV series: The Office – how do they do it?<br/>Workshop 6a</p>            |
| X nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <p>Creating ads 3: Analyses of short ads and flyers<br/>Writing the promotional copy for different purposes<br/>Figurative language in promoting a tourist destination – the purpose and how to differentiate it in the context<br/>Workshop 6b</p>                                                                                                                   |
| XI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>Creating a story behind the brand 1<br/>Map the journey<br/>Content vs. context<br/>Figurative language in promoting a tourist destination – selling the dreamland<br/>Engagement case studies<br/>TV series: The Office – how do they do it?<br/>Workshop 7</p>                                                                                                   |
| XII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p>Creating a story behind the brand 2<br/>Metaphors in discourse – how to employ the metaphoric language and turn it into a persuasive tool (political discourse, climate change discourse, tourism discourse case studies –it's all about marketing)<br/>Film and music<br/>Workshop 8</p>                                                                          |
| XIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p>Marketing tools 1<br/>Digital techniques can amplify your story&gt; how can technology benefit to storytelling?<br/>Filming the glimpses of Tourism of Montenegro – go viral!<br/>Workshop 9</p>                                                                                                                                                                   |
| XIV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p>Figurative language in promoting a tourist destination (1)<br/>Metaphors We Travel By<br/>What / why / where ?<br/>Developing specialised language skills</p>                                                                                                                                                                                                      |
| XV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>Figurative language in promoting a tourist destination (2)<br/>Metaphors, Similes, Personifications and Hyperboles – necessary evil?<br/>Why figurative matters to brand marketing<br/>Where they are in online texts and how they are employed<br/>You do it for yourself – hands-on activities – write your own promotional text for tourism<br/>Workshop 10</p> |
| Završna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Završni ispit.                                                                                                                                                                                                                                                                                                                                                        |
| <p><b>OBAVEZE STUDENATA</b><br/>         Studenti su obavezni da pohađaju nastavu i vježbe. Studenti rade seminarske radove, kolokvijume i završni ispit. Student je u obavezi da redovno prisustvuje nastavi, jer su radionice povezane. Dolasci se boduju sa najviše 5 poena. Radionice se boduju: 2,5 poena x 10 radionica= 25 poena .<br/>         Student mora da vodi svesku aktivnosti gdje će upisivati funkcionalni engleski jezik: npr . Svaka jedinica nosi naslov: »Kako uraditi nešto«. Na kraju semestra se predaju profesoru na provjeru i ovo nosi 0-10 poena.</p> |                                                                                                                                                                                                                                                                                                                                                                       |
| <p><b>ISHODI UČENJA</b><br/>         Po završetku kursa <i>Business communication in tourism</i> u zimskom semestru, student će:</p>                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                       |

- Naučiti kako povećati svoju vidljivost i na najbolji način izreklamirati svoje vještine u 21. Vijeku kroz praktičan rad na engleskom jeziku,
- Naučiti i savladati leksiku, terminologiju i frazeologiju marketinga na engleskom jeziku,
- Steći samopouzdanje u upotrebi marketinškog aparata u turističke svrhe na engleskom jeziku.
- Steći vještinu korišćenja marketinškog aparata,
- Naučiti kako stvoriti uvjerljivu priču tako da se brend za koji radite promotivnu kampanju izdvoji iz mase kroz praktičan rad – na engleskom jeziku,
- Naučiti koje kanale marketinga koristiti za određeni proizvod kroz praktičan rad – na engleskom jeziku,
- Naučiti kako se pripremiti za sajmove i predstaviti se u najboljem svijetlu kroz praktičan rad,
- Naučiti koje su najčešće metafore, personifikacije, hiperbole u promotivnom turističkom tekstu, zašto su obavezne u turističkom tekstu i kako napisati promotivni turistički tekst koristeći slične jezičke strategije.

#### LITERATURA

1. Gore Sylee. (2011). *English for Marketing and Advertising*. Express series: Oxford Business English. Oxford: Oxford University Press. ISBN: 978-0-19-457918-6.
2. Mackenzie Ian (2013). *Management and Marketing with mini-dictionary of 1,000 common terms*. Boston: Thomson. ISBN: 978-1899396801 .
3. Bobette Buster. (2013). *Do Story: How to Tell Your Story So the World Listens*. London: The Do Books Publishing Company. ISBN: 978-1907974052 .
4. M. Lukšić – Đurović. *Engleski jezik marketinga – kako kreirati priču koja prati promociju brenda: analiza promotivnih turističkih tekstova, obavezni djelovi i strategije na raspolaganju*. Forthcoming in 2019 (u izradi).
3. Nastavni materijali dostupni na web stranici predmeta u okviru sistema za e-učenje (<http://e-mts.unimediterranean.net/login/index.php>)

#### OBLICI PROVJERE ZNANJA I OCJENJIVANJE

Poeni koje studenti dobijaju za uspješno ispunjene obaveze:

- Prisustvo predavanjima i vježbama, aktivnost do 5 poena
- Praktičan rad 25 poena
- Kolokvijum I 10 poena
- Kolokvijum II 10 poena
- Završni ispit, do 50 poena

Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena.

|            |        |       |       |       |       |
|------------|--------|-------|-------|-------|-------|
| Ocjena     | A      | B     | C     | D     | E     |
| Broj poena | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

Posebna naznaka za predmet:

Aktivnosti studenata u toku trajanja kursa se najviše vrednuju, i to kroz prisustvo nastavi, učestvovanje u radionicama i izradom sveske izraza i funkcionalnog jezika.

- Radionice (ukupno 10).
- Studijska posjeta advertising agency
- Studijska posjeta kreativnom timu u Nacionalnoj Turističkoj Organizaciji

Nastavnik koji je pripremio podatke:

mr Milena Lukšić - Đurović

## II GODINA

| ODRŽIVO POSLOVANJE U TURIZMU I HOTELIJERSTVU |              |                    |                                                                   |               |
|----------------------------------------------|--------------|--------------------|-------------------------------------------------------------------|---------------|
| OPŠTE INFORMACIJE                            |              |                    |                                                                   |               |
| Šifra predmeta:                              | MTSM309      | Profesor:          | Doc. Dr Iva Bulatović                                             |               |
| Status predmeta:                             | Obavezan     | Saradnik:          |                                                                   |               |
| Godina:                                      | 2.           | Konsultacije:      | Po utvrđenom rasporedu konsultacija                               |               |
| Semestar:                                    | III (zimski) | Studijski program: | Akademske studije: Master<br>Menadžment u turizmu i hotelijerstvu |               |
| ECTS/CSPK:                                   | 8            |                    |                                                                   |               |
| RASPORED SATI                                |              |                    |                                                                   |               |
| Predavanja                                   |              | Vježbe             |                                                                   | Praktičan rad |
| 48 (3 nedjeljno)                             |              | 48 (3 nedjeljno)   |                                                                   | 25%           |
| OPTEREĆENJE STUDENATA                        |              |                    |                                                                   |               |
|                                              | Sedmično     | Semestralno        | Ukupno u toku semestra:                                           |               |
| Predavanja                                   | 3            | 48                 | Broj sati za nastavu i završni ispit:                             | 170:40        |

|                                                                                                                                                                 |                                                                       |        |                                                       |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------|-------------------------------------------------------|----------|
| Vježbe                                                                                                                                                          | 3                                                                     | 48     | Neophodne pripreme za upis i ovjeru semestra          | 21:20    |
| Praktičan rad                                                                                                                                                   | 0                                                                     | 0      |                                                       |          |
| Samostalan rad i konsultacije                                                                                                                                   | 4:40                                                                  | 74:40  | Priprema i polaganje ispita u popravnom ispitnom roku | 48:00    |
| Ukupno:                                                                                                                                                         | 10:40                                                                 | 170:40 | Ukupno:                                               | 240:00 h |
| OPIS PREDMETA                                                                                                                                                   |                                                                       |        |                                                       |          |
| Uslovljenost drugim predmetima:<br>Nema                                                                                                                         |                                                                       |        |                                                       |          |
| Ciljevi izučavanja predmeta:<br><b>Cilj predmeta jeste upoznavanje kandidata sa konceptom održivog turizma i održivog poslovanja u turizmu i hotelijerstvu.</b> |                                                                       |        |                                                       |          |
| Metod nastave i savladanja gradiva:<br>Predavanja, vježbe, seminarski radovi, kolokvijumi i završni ispit. Konsultacije.                                        |                                                                       |        |                                                       |          |
| SADRŽAJ PREDMETA (PREDAVANJA)                                                                                                                                   |                                                                       |        |                                                       |          |
| Pripremna nedjelja                                                                                                                                              | Priprema i upis semestra                                              |        |                                                       |          |
| I nedjelja                                                                                                                                                      | Uvod u predmet                                                        |        |                                                       |          |
| II nedjelja                                                                                                                                                     | Osnove održivog razvoja                                               |        |                                                       |          |
| III nedjelja                                                                                                                                                    | Održivi turizam                                                       |        |                                                       |          |
| IV nedjelja                                                                                                                                                     | Osnovi ekologije                                                      |        |                                                       |          |
| V nedjelja                                                                                                                                                      | Životna sredina kao turistička atrakcija<br>Biodiverzitet i turizam   |        |                                                       |          |
| VI nedjelja                                                                                                                                                     | Degradacija životne sredine i turizam                                 |        |                                                       |          |
| VII nedjelja                                                                                                                                                    | SLOBODNA SEMICA                                                       |        |                                                       |          |
| VIII nedjelja                                                                                                                                                   | Hronologija odnosa turizma i životne sredine                          |        |                                                       |          |
| IX nedjelja                                                                                                                                                     | Odnos planiranja i organizacije turizma prema zaštiti životne sredine |        |                                                       |          |
| X nedjelja                                                                                                                                                      | Kapacitet nosivosti i ekološka procjena uticaja                       |        |                                                       |          |
| XI nedjelja                                                                                                                                                     | Zelena potrošnja i turizam                                            |        |                                                       |          |
| XII nedjelja                                                                                                                                                    | Ponašanje turista i održivost destinacije                             |        |                                                       |          |
| XIII nedjelja                                                                                                                                                   | Eko standardi u turizmu i hotelijerstvu                               |        |                                                       |          |
| XIV nedjelja                                                                                                                                                    | Praksa „zelenih“ turističkih destinacija                              |        |                                                       |          |
| XV nedjelja                                                                                                                                                     | Praksa „zelenih“ hotela                                               |        |                                                       |          |
| Završna nedjelja                                                                                                                                                | Završni ispit                                                         |        |                                                       |          |
| OBAVEZE STUDENATA                                                                                                                                               |                                                                       |        |                                                       |          |
| Studenti su obavezni da pohađaju nastavu i vježbe. Studenti rade studije slučaja, kolokvijume i završni ispit.                                                  |                                                                       |        |                                                       |          |
| ISHODI UČENJA                                                                                                                                                   |                                                                       |        |                                                       |          |
| Nakon uspješnog završenog kursa studenti će:                                                                                                                    |                                                                       |        |                                                       |          |
| – Savladati koncept održivog razvoja i turizma                                                                                                                  |                                                                       |        |                                                       |          |
| – Spoznati odnos životne sredine i turizma                                                                                                                      |                                                                       |        |                                                       |          |

- Koristiti savremene modele i tehnike procjene uticaja turizma na životnu sredinu
- Kritički analizirati i tumačiti indikatore održivosti na nivou preduzeća i manjih turističkih destinacija
- Samostalno implementirati ekološke principe poslovanja u turističkim i hotelskim preduzećima

Predavanje će biti prilagođeno polaznicima kursa kako bi se lakše shvatila predmetna materija i tako stečena znanja našla primjenu u praksi.

#### LITERATURA

1. Stojanović, V., (2006): Održivi razvoj turizma i životne sredine, Departman za geografiju, turizam i hotelijerstvo, Prirodno-matematički fakultet, Novi Sad
2. Herceg, N. (2013). Okoliš i održivi razvoj. *SYNOPSIS doo, Zagreb*, ISBN: 978-953-7035-81-5
3. Blažević B., Krstinić M. (2017): *Gospodarenje energijom u turizmu*, Sveučilište u Rijeci, Rijeka, ISBN: 978-953-7842-37-6
4. Girling, R., Gordy, H., & Lanier, P. (2015). *The Good Company: Sustainability in Hospitality, Tourism, and Wine*. Business Expert Press. ISBN: 9781631571701
5. Kurisu, K. (2015). *Pro-environmental behaviors*. Tokyo: Springer Japan, ISBN 978-4-431-55834-7
6. Cerina, F., Markandya, A., & McAleer, M. (2010). *Economics of sustainable tourism*. Routledge, ISBN: ISBN9781136904967
7. Chen, J., Sloan, P., & Legrand, W. (2010). *Sustainability in the hospitality industry*. Routledge, ISBN-13: 978-0750679688
8. Jovičić, D., (2000): Turizam i životna sredina, Konceptija održivog razvoja, Zadužbina Andrejević, Beograd, ISBN: 86-7244-138-9
9. Holden, A., (2000): Environment and Tourism, Routledge Introduction to Environment Series, Routledge, Taylor & Francis Group, London and New York, ISBN 10: 0415207185

-Nastavni materijali dostupni na web stranici predmeta u okviru sistema za e-učenje ( <http://e-fit.unimediterranean.net> )

#### OBLICI PROVJERE ZNANJA I OCJENJIVANJE

Poeni koje studenti dobijaju za uspešno ispunjene obaveze:

- Prisustvo predavanjima i vježbama, aktivnost do 5 poena
- Praktičan rad 25 poena
- Kolokvijum I 10 poena
- Kolokvijum II 10 poena
- Završni ispit, do 50 poena

Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena.

|            |        |       |       |       |       |
|------------|--------|-------|-------|-------|-------|
| Ocjena     | A      | B     | C     | D     | E     |
| Broj poena | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

Posebna naznaka za predmet:

Nastavnik koji je pripremio podatke: Doc. Dr Iva Bulatović

## MENADŽMENT INOVACIJA U TURIZMU

### OPŠTE INFORMACIJE

|                  |          |               |                            |
|------------------|----------|---------------|----------------------------|
| Šifra predmeta:  | MTSM3010 | Profesor:     | Prof. dr Silvana Đurašević |
| Status predmeta: | Obavezni | Saradnik:     | Mr Andrea Kavarić          |
| Godina:          | 2.       | Konsultacije: | Po dogovoru                |



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                         |                    |                                                                                   |                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|--------------------|-----------------------------------------------------------------------------------|----------------------------|
| Semestar:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | III (zimski)                                            | Studijski program: | Akademske studije: Master<br>Internacionalni menadžment u turizmu i hotelijerstvu |                            |
| ECTS/CSPK:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 8                                                       |                    |                                                                                   |                            |
| RASPORED SATI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                         |                    |                                                                                   |                            |
| Predavanja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                         | Vježbe             |                                                                                   | Praktičan rad-istraživanja |
| 48 (3 nedjeljno)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                         | 48 (3 nedjeljno)   |                                                                                   | 25%                        |
| OPTEREĆENJE STUDENATA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                         |                    |                                                                                   |                            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Sedmično                                                | Semestralno        | Ukupno u toku semestra:                                                           |                            |
| Predavanja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 3:00 h                                                  | 48:00 h            | Nastava i završni ispit:                                                          | 170:40 h                   |
| Vježbe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 3:00 h                                                  | 48:00 h            | Neophodne pripreme za upis i ovjeru semestra                                      | 21:20 h                    |
| Praktičan rad-istraživanja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 25%                                                     | 25%                |                                                                                   |                            |
| Samostalan rad i konsultacije                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 4:40 h                                                  | 122:40 h           | Priprema i polaganje ispita u popravnom ispitnom roku                             | 48:00 h                    |
| Ukupno:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 10:40 h                                                 | 170:40 h           | Ukupno:                                                                           | 240:00 h                   |
| OPIS PREDMETA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                         |                    |                                                                                   |                            |
| Uslovljenost drugim predmetima:<br>Nema                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                         |                    |                                                                                   |                            |
| Ciljevi izučavanja predmeta:<br>Cilj ovog predmeta je da student razumje kako upravljanje inovacijama može da unaprijedi izgled preduzeća za uspjehom. Izučavajući ovu materiju cilj je da student razvije informacionu osnovu za upravljanje inovacijama i pokriva osnovne koncepte, praktične alate i tehnike potrebne za dizajniranje, razvoj i upravljanje inovacijama. Predmet integriše koncepte ljudskih resursa, finansija, marketinga, poslovanja i informacionih tehnologija i namjenjen je širokom spektru industrija, uslužnog sektora ili neprofitnih organizacija. |                                                         |                    |                                                                                   |                            |
| Metod nastave i savladanja gradiva:<br>Predavanja, vježbe, rasprave, debate, završni ispit. konsultacije.                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                         |                    |                                                                                   |                            |
| SADRŽAJ PREDMETA (PREDAVANJA)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                         |                    |                                                                                   |                            |
| Pripremna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Priprema i upis semestra                                |                    |                                                                                   |                            |
| I nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Menadžment inovacija                                    |                    |                                                                                   |                            |
| II nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Upravljanje projektima                                  |                    |                                                                                   |                            |
| III nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Radionica 1,                                            |                    |                                                                                   |                            |
| IV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Upravljanje inovacijama                                 |                    |                                                                                   |                            |
| V nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Radionica2.                                             |                    |                                                                                   |                            |
| VI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Projekat upravljanja inovacijama                        |                    |                                                                                   |                            |
| VII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Slobodna nedelja                                        |                    |                                                                                   |                            |
| VIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Kreiranje usluga u poslovanju ugostiteljstva i turizma  |                    |                                                                                   |                            |
| IX nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Inovacije u turizmu – izatov za stejkhholdere u turizmu |                    |                                                                                   |                            |
| X nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Inovativni preduzetnik Stiv Džobs                       |                    |                                                                                   |                            |
| XI nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Silicijumska dolina                                     |                    |                                                                                   |                            |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| XII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Apple & Apple                        |
| XIII nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Inovacije i preduzetništvo u turizmu |
| XIV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Radionica 3.                         |
| XV nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | „In -house“ predavanje               |
| Završna nedjelja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Završni ispit                        |
| <b>OBAVEZE STUDENATA</b><br>Studenti su obavezni da pohađaju nastavu. Studenti rade završni ispit.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                      |
| <b>LITERATURA</b><br><br>1. Bartoluci M., Upravljanje razvojem turizma i poduzetništva, Školska knjiga, Zagreb, 2013<br>2. Aldabert B., Dang R. J., Longhi C. (2011). <i>Innovation in the tourism industry: The case of Tourism@ Tourism management</i> , 32(5), 1204-1213.<br>3. Bartoluci M. (2013). <i>Upravljanje razvojem turizma i poduzetništva</i> , Zagreb: Školska knjiga. ISBN 978-953-0-30418-5<br>4. Birkinshaw, J., Hamel, G., Mol, J.M. (2008). <i>Management Innovation. Academy of Management Review</i> , 33 (4), 825-845. <a href="http://faculty.london.edu/jbirkinshaw/assets/documents/5034421969.pdf">http://faculty.london.edu/jbirkinshaw/assets/documents/5034421969.pdf</a><br>5. Keller P. (20). Conclusions of the Conference on Innovation and Growth in Tourism. In: Conference on Innovation and Growth in Tourism, 2004.,<br>6. <a href="http://www.oecd.org/cfe/tourism/34267885.pdf">http://www.oecd.org/cfe/tourism/34267885.pdf</a><br>7. Kotlica, S., Rankov, S. (2013). <i>Doba preduzetništva</i> . Beograd: Univerzitet Megatrend. ISBN 978-86-7747-498-0<br>8. Schilling, M. (2017). <i>Managing Innovation: Text and Articles Bus Mat 4240</i> .<br><a href="https://create.mheducation.com/shop/#/catalog/details/?">https://create.mheducation.com/shop/#/catalog/details/?</a> ISBN 9781308960326<br><br>Nastavni materijali dostupni na web stranici predmeta u okviru sistema za e-učenje<br>( <a href="http://e-fit.unimediterranean.net">http://e-fit.unimediterranean.net</a> ) |                                      |
| <b>OBLICI PROVJERE ZNANJA I OCJENJIVANJE</b><br>Poeni koje studenti dobijaju za uspješno ispunjene obaveze: <ul style="list-style-type: none"> <li>- Prisustvo predavanjima i vježbama, aktivnost do 5 poena</li> <li>- Praktičan rad 25 poena</li> <li>- Kolokvijum I 10 poena</li> <li>- Kolokvijum II 10 poena</li> <li>- Završni ispit, do 50 poena</li> </ul> Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                      |
| Ocjena                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | A B C D E                            |
| Broj poena                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 91-100 81-90 71-80 61-70 51-60       |
| Posebna naznaka za predmet: -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                      |
| Nastavnik koji je pripremio podatke:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Prof. dr Silvana Đurašević           |

| PONAŠANJE POTROŠAČA |          |           |                           |
|---------------------|----------|-----------|---------------------------|
| OPŠTE INFORMACIJE   |          |           |                           |
| Šifra predmeta:     | MTSM3011 | Profesor: | Prof. dr Darko Lacmanović |

|                                                                                                                                                                                                                                            |                                                                                                                                                                                                            |                    |                                                                                                                                         |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Status predmeta:                                                                                                                                                                                                                           | Obavezni                                                                                                                                                                                                   | Saradnik:          | Dr Olivera Živković                                                                                                                     |               |
| Godina:                                                                                                                                                                                                                                    | 2.                                                                                                                                                                                                         | Konsultacije:      | Shodno objavljenom rasporedu                                                                                                            |               |
| Semestar:                                                                                                                                                                                                                                  | III (zimski)                                                                                                                                                                                               | Studijski program: | Akademske master studije: Internacionalni menadžment u turizmu i hotelijerstvu; modul 2: Marketing menadžment u turizmu i hotelijerstvu |               |
| ECTS/CSPK:                                                                                                                                                                                                                                 | 7                                                                                                                                                                                                          |                    |                                                                                                                                         |               |
| RASPORED SATI                                                                                                                                                                                                                              |                                                                                                                                                                                                            |                    |                                                                                                                                         |               |
| Predavanja                                                                                                                                                                                                                                 |                                                                                                                                                                                                            | Vježbe             |                                                                                                                                         | Praktičan rad |
| 48 (3 nedjeljno)                                                                                                                                                                                                                           |                                                                                                                                                                                                            | 32 (2 nedjeljno)   |                                                                                                                                         | 25%           |
| OPTEREĆENJE STUDENATA                                                                                                                                                                                                                      |                                                                                                                                                                                                            |                    |                                                                                                                                         |               |
|                                                                                                                                                                                                                                            | Sedmično                                                                                                                                                                                                   | Semestralno        | Ukupno u toku semestra:                                                                                                                 |               |
| Predavanja                                                                                                                                                                                                                                 | 3:00 h                                                                                                                                                                                                     | 48:00 h            | Nastava i završni ispit:                                                                                                                | 149:20 h      |
| Vježbe                                                                                                                                                                                                                                     | 2:00 h                                                                                                                                                                                                     | 32:00 h            | Neophodne pripreme za upis i ovjeru semestra                                                                                            | 18:40 h       |
| Praktičan rad                                                                                                                                                                                                                              | 25%                                                                                                                                                                                                        | 25%                |                                                                                                                                         |               |
| Samostalan rad i konsultacije                                                                                                                                                                                                              | 4:20 h                                                                                                                                                                                                     | 69:20 h            | Priprema i polaganje ispita u popravnom ispitnom roku                                                                                   | 42:00 h       |
| Ukupno:                                                                                                                                                                                                                                    | 9:20 h                                                                                                                                                                                                     | 149:20 h           | Ukupno:                                                                                                                                 | 210:00 h      |
| OPIS PREDMETA                                                                                                                                                                                                                              |                                                                                                                                                                                                            |                    |                                                                                                                                         |               |
| Uslovljenost drugim predmetima:<br>Nema uslova za prijavljivanje i slušanje predmeta                                                                                                                                                       |                                                                                                                                                                                                            |                    |                                                                                                                                         |               |
| Ciljevi izučavanja predmeta:<br>Osposobljavanje studenata da razumiju pojam, značaj i ulogu ponašanja potrošača i uspješno primjene marketing aktivnosti u praksi poslovanja turističkih preduzeća u nacionalnoj i međunarodnoj ekonomiji. |                                                                                                                                                                                                            |                    |                                                                                                                                         |               |
| Metod nastave i savladanja gradiva:<br>Predavanja, vježbe, izrada seminarskih radova, slučajevi iz prakse, kreativne radionice, praktični rad, kolokvijumi i završni ispit. Konsultacije.                                                  |                                                                                                                                                                                                            |                    |                                                                                                                                         |               |
| SADRŽAJ PREDMETA (PREDAVANJA)                                                                                                                                                                                                              |                                                                                                                                                                                                            |                    |                                                                                                                                         |               |
| Pripremna nedjelja                                                                                                                                                                                                                         | Priprema i upis semestra                                                                                                                                                                                   |                    |                                                                                                                                         |               |
| I nedjelja                                                                                                                                                                                                                                 | Potrošač u marketing istraživanjima. Ponašanje potrošača u marketing istraživanjima. Praktičan rad: Priprema marketing istraživanja stavova potrošača i formiranje istraživačkih timova.                   |                    |                                                                                                                                         |               |
| II nedjelja                                                                                                                                                                                                                                | Osnovni pojmovi o ponašanju potrošača. Razlozi istraživanja ponašanja potrošača. Kreativna radionica - debata.                                                                                             |                    |                                                                                                                                         |               |
| III nedjelja                                                                                                                                                                                                                               | Razvoj ponašanja potrošača kao naučne discipline. Interdisciplinarnost ponašanja potrošača. Kreativna radionica-debata. Praktičan rad: Izrada upitnika i plana realizacija istraživanja.                   |                    |                                                                                                                                         |               |
| IV nedjelja                                                                                                                                                                                                                                | Motivacioni proces potrošača. Potrebe potrošača. Motivi potrošača. Ponašanje (akcija) potrošača. Kreativna radionica-debata.                                                                               |                    |                                                                                                                                         |               |
| V nedjelja                                                                                                                                                                                                                                 | Uticaj na ponašanje potrošača. Klasifikacija faktora koji utiču na ponašanje potrošača. Geografske determinante ponašanja potrošača. Ekonomski uticaji na ponašanje potrošača. Kreativna radionica-debata. |                    |                                                                                                                                         |               |
| VI nedjelja                                                                                                                                                                                                                                | Socološke determinante ponašanja potrošača. Kultura. Kreativna radionica-debata.                                                                                                                           |                    |                                                                                                                                         |               |
| VII nedjelja                                                                                                                                                                                                                               | Slobodna nedjelja                                                                                                                                                                                          |                    |                                                                                                                                         |               |
| VIII nedjelja                                                                                                                                                                                                                              | Društvena klasa i sloj. Društvena uloga i status. Relevantne i referentne grupe. Lideri (vođe) mišljenja Kreativna radionica-debata. Praktičan rad: Realizacija istraživanja.                              |                    |                                                                                                                                         |               |
| IX nedjelja                                                                                                                                                                                                                                | Porodica. Stil života. Praktičan rad: Realizacija istraživanja                                                                                                                                             |                    |                                                                                                                                         |               |
| X nedjelja                                                                                                                                                                                                                                 | Psihološki (interni) faktori ponašanja potrošača. Proces informisanja potrošača. Praktičan rad: Realizacija istraživanja                                                                                   |                    |                                                                                                                                         |               |
| XI nedjelja                                                                                                                                                                                                                                | Proces učenja. Ličnost. Praktičan rad: Realizacija istraživanja.                                                                                                                                           |                    |                                                                                                                                         |               |
| XII nedjeljak                                                                                                                                                                                                                              | Stavovi potrošača. Motivaciona istraživanja.                                                                                                                                                               |                    |                                                                                                                                         |               |

|                  |                                                                                                                                                        |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
|                  | Praktičan rad: Realizacija istraživanja.                                                                                                               |
| XIII nedjelja    | Proces odlučivanja potrošača. Faze procesa odlučivanja. Kreativna radionica-debata                                                                     |
| XIV nedjelja     | Vrste procesa odlučivanja. Uloge u procesu odlučivanja. Kreativna radionica-debata                                                                     |
| XV nedjelja      | Proces prihvatanja (difuzija) novog proizvoda. Praktičan rad: Presentacija seminarskih radova sa rezultatima marketing istraživanja stavova potrošača. |
| Završna nedjelja | Završni ispit                                                                                                                                          |

#### **OBAVEZE STUDENATA**

Studenti su obavezni da pohađaju nastavu i vježbe. Studenti pripremaju i prezentuju jedan seminarski rad, učestvuju u debati nakon prezentacije seminarskog rada (kreativna radionica), obavljaju praktični rad, rade kolokvijume i završni ispit.

Praktičan rad: 25 % časova vježbi će se organizovati kao praktičan rad kroz istraživanje ponašanja potrošača na turističkom tržištu, izradu i javnu prezentaciju seminarskog rada sa rezultatima primarnog istraživanja u oblasti ponašanja potrošača u turizmu Crne Gore.

#### **ISHODI UČENJA**

Po završetku kursa **Ponašanje potrošača** student:

- Savladava pojam, značaj i ulogu ponašanja potrošača u marketing kontekstu;
- Prepoznaje osnovne aspekte ponašanja potrošača u nacionalnoj i međunarodnoj ekonomiji;
- Primjenjuje marketing strategije u domenu ponašanja potrošača u poslovanju preduzeća u turizmu i ugostiteljstvu;
- Razlikuje instrumente marketinga u ostvarivanju uticaja na ponašanje potrošača;
- Primjenjuje menadžment odnosa sa kupcima u poslovnoj praksi turizma i ugostiteljstva;
- Osmislijava, organizuje i realizuje programe istraživanja potrošača u turizmu.

#### **LITERATURA**

Maričić, B. (2011). *Ponašanje potrošača* (9.izdanje). Beograd: Centar za izdavačku delatnost, Ekonomski fakultet, Univerziteta u Beogradu. ISBN 978-86-403-1084-0

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Solomon, M.R. (2017). *Consumer behavior: Buying, Having, and Being, Global edition* (12<sup>th</sup> ed.). London: Pearson. ISBN 9781292153100

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Scheinbaum, A.C. (2012). *Online Consumer Behavior, Theory and Research in Social Media, Advertising and E-tail*. London: Routledge. ISBN 9781848729698

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Babin, B.J., Harris, E.G. (2012). *Ponašanje potrošača-CB* (prevod). Beograd: Datastatus. ISBN 978-86-7478-135-7

Živković, R. (2009). *Ponašanje i zaštita potrošača u turizmu* (2. izdanje). Beograd: Univerzitet Singidunum. ISBN 978-86-7912-200-1

Nastavni materijali dostupni na web stranici predmeta u okviru sistema za e-učenje (<http://e-fit.unimediterran.net>)

#### **OBLICI PROVJERE ZNANJA I OCJENJIVANJE**

Poeni koje studenti dobijaju za uspešno ispunjene obaveze:

- Prisustvo predavanjima i vježbama, aktivnost do 5 poena
- Praktičan rad 25 poena
- Kolokvijum I 10 poena
- Kolokvijum II 10 poena

|                                                                                                      |        |       |                           |       |       |
|------------------------------------------------------------------------------------------------------|--------|-------|---------------------------|-------|-------|
| – Završni ispit, do 50 poena<br>Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena. |        |       |                           |       |       |
| Ocjena                                                                                               | A      | B     | C                         | D     | E     |
| Broj poena                                                                                           | 91-100 | 81-90 | 71-80                     | 61-70 | 51-60 |
| <b>Posebna naznaka za predmet:</b>                                                                   |        |       |                           |       |       |
| Nastavnik koji je pripremio podatke:                                                                 |        |       | Prof. dr Darko Lacmanović |       |       |

| DIZAJNIRANJE USLUGA U TURIZMU I HOTELIJERSTVU                                                                                     |                                                               |                    |                                                                |               |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|--------------------|----------------------------------------------------------------|---------------|
| OPŠTE INFORMACIJE                                                                                                                 |                                                               |                    |                                                                |               |
| Šifra predmeta:                                                                                                                   | MTSM3012                                                      | Profesor:          | Doc. Dr Marija Džoganović                                      |               |
| Status predmeta:                                                                                                                  | Obavezan                                                      | Saradnik:          | Balša Gogović                                                  |               |
| Godina:                                                                                                                           | 2.                                                            | Konsultacije:      | Po utvrđenom rasporedu konsultacija                            |               |
| Semestar:                                                                                                                         | III                                                           | Studijski program: | Akademske studije: Master Menadžment u turizmu i hotelijerstvu |               |
| ECTS/CSPK:                                                                                                                        | 7                                                             |                    |                                                                |               |
| RASPORED SATI                                                                                                                     |                                                               |                    |                                                                |               |
| Predavanja                                                                                                                        |                                                               | Vježbe             |                                                                | Praktičan rad |
| 48 (3 nedjeljno)                                                                                                                  |                                                               | (2 nedeljno)       |                                                                | 50%           |
| OPTEREĆENJE STUDENATA                                                                                                             |                                                               |                    |                                                                |               |
|                                                                                                                                   | Sedmično                                                      | Semestralno        | Ukupno u toku semestra:                                        |               |
| Predavanja                                                                                                                        | 3                                                             | 48                 | Broj sati za nastavu i završni ispit:                          | 149:20        |
| Vježbe                                                                                                                            | 2                                                             | 32                 | Neophodne pripreme za upis i ovjeru semestra                   | 18:40         |
| Praktičan rad                                                                                                                     | 0                                                             | 0                  |                                                                |               |
| Samostalan rad i konsultacije                                                                                                     | 4:20                                                          | 69:20              | Priprema i polaganje ispita u popravnom ispitnom roku          | 42:00         |
| Ukupno:                                                                                                                           | 9:20                                                          | 149:20             | Ukupno:                                                        | 210:00 h      |
| OPIS PREDMETA                                                                                                                     |                                                               |                    |                                                                |               |
| Uslovljenost drugim predmetima:<br>Nema                                                                                           |                                                               |                    |                                                                |               |
| Ciljevi izučavanja predmeta:<br>Cilj predmeta jeste upoznavanje studenta sa konceptima i pravilima dizajniranja usluga u turizmu. |                                                               |                    |                                                                |               |
| Metod nastave i savladanja gradiva:<br>Predavanja, vježbe, kreativne radionice. Konsultacije.                                     |                                                               |                    |                                                                |               |
| SADRŽAJ PREDMETA (PREDAVANJA)                                                                                                     |                                                               |                    |                                                                |               |
| Pripremna nedjelja                                                                                                                | Priprema i upis semestra                                      |                    |                                                                |               |
| I nedjelja                                                                                                                        | Uvod u predmet                                                |                    |                                                                |               |
| II nedjelja                                                                                                                       | Dizajniranje usluga – osnovne odrednice, definicije, koncepti |                    |                                                                |               |

|                  |                                            |
|------------------|--------------------------------------------|
| III nedjelja     | Kritične tačke u dizajniranju usluga       |
| IV nedjelja      | Uloga potrošača u dizajniranju usluga      |
| V nedjelja       | Novi poslovni modeli i dizajniranje usluga |
| VI nedjelja      | Alati dizajna usluge                       |
| VII nedjelja     | SLOBODNA SEDMICA                           |
| VIII nedjelja    | Planiranje dizajna usluge u turizmu        |
| IX nedjelja      | Mapiranje iskustava u turizmu              |
| X nedjelja       | Grafički dizajn u turizmu                  |
| XI nedjelja      | Fotografija u turizmu                      |
| XII nedjelja     | Pripovijedanje u turizmu                   |
| XIII nedjelja    | Dizajn usluge u turizmu 1 – praktičan dio  |
| XIV nedjelja     | Dizajn usluge u turizmu 2 – praktičan dio  |
| XV nedjelja      | Prezentacija radova                        |
| Završna nedjelja | Završni ispit                              |

#### OBAVEZE STUDENATA

Studenti su obavezni da pohađaju nastavu i vježbe. Studenti rade studije slučaja, kolokvijume i završni ispit.

#### ISHODI UČENJA

Nakon uspješnog završenog kursa studenti će:

- Savladati koncepte dizajniranja usluga
- Koristiti savremene alate u dizajniranju usluga
- Steći osnovne vještine fotografisanja za potrebe turističkog biznisa
- Steći osnovna vještine pripovijedanja i pisanja u svrhe turističkog biznisa
- Samostalno dizajnirati usluge u turizmu

Predavanje će biti prilagođeno polaznicima kursa kako bi se lakše shvatila predmetna materija i tako stečena znanja našla primjenu u praksi.

#### LITERATURA

Reason, B., Løvlie, L., & Flu, M. B. (2015). *Service design for business: A practical guide to optimizing the customer experience*. John Wiley & Sons. ISBN: 9781118988923

Stickdorn, M., Hormess, M. E., Lawrence, A., & Schneider, J. (2018). *This Is Service Design Doing: Applying Service Design Thinking in the Real World*. " O'Reilly Media, Inc.". ISBN-13: 978-1491927182

Pirolli, B. (2018). *Travel Journalism: Informing Tourists in the Digital Age*. Routledge, ISBN-13: 978-1138086975

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Tannen D. (1995): "The power of talk: Who gets heard and why." *Harvard Business Review* 73.5, pp.138-148.

#### OBLICI PROVJERE ZNANJA I OCJENJIVANJE

Poeni koje studenti dobijaju za uspješno ispunjene obaveze:

- Prisustvo predavanjima i vježbama, aktivnost do 5 poena
- Praktičan rad 25 poena
- Kolokvijum I 10 poena

|                                                                                                                                                                                              |        |       |                           |       |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------|---------------------------|-------|-------|
| <ul style="list-style-type: none"> <li>- Kolokvijum II 10 poena</li> <li>- Završni ispit, do 50 poena</li> </ul> <p>Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena.</p> |        |       |                           |       |       |
| Ocjena                                                                                                                                                                                       | A      | B     | C                         | D     | E     |
| Broj poena                                                                                                                                                                                   | 91-100 | 81-90 | 71-80                     | 61-70 | 51-60 |
| Posebna naznaka za predmet:                                                                                                                                                                  |        |       |                           |       |       |
| Nastavnik koji je pripremio podatke:                                                                                                                                                         |        |       | Doc. Dr Marija Džoganović |       |       |

| INVESTICIJE U TURIZMU                                                                                                                                                                                                                                 |              |                    |                                                       |               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------|-------------------------------------------------------|---------------|
| OPŠTE INFORMACIJE                                                                                                                                                                                                                                     |              |                    |                                                       |               |
| Šifra predmeta:                                                                                                                                                                                                                                       | MTSM3013     | Profesor:          | Prof. Dr Slobodanka Krivokapić                        |               |
| Status predmeta:                                                                                                                                                                                                                                      | Obavezni     | Saradnik:          | Dr Olivera Živković                                   |               |
| Godina:                                                                                                                                                                                                                                               | 2.           | Konsultacije:      | Po utvrđenom rasporedu konsultacija                   |               |
| Semestar:                                                                                                                                                                                                                                             | III (zimski) | Studijski program: | Akademske studije: Master<br>Finansijski menadžment   |               |
| ECTS/CSPK:                                                                                                                                                                                                                                            | 7            |                    |                                                       |               |
| RASPORED SATI                                                                                                                                                                                                                                         |              |                    |                                                       |               |
| Predavanja                                                                                                                                                                                                                                            |              | Vježbe             |                                                       | Praktičan rad |
| 48 (3 nedjeljno)                                                                                                                                                                                                                                      |              | 32 (2 nedjeljno)   |                                                       | 25%           |
| OPTEREĆENJE STUDENATA                                                                                                                                                                                                                                 |              |                    |                                                       |               |
|                                                                                                                                                                                                                                                       | Sedmično     | Semestralno        | Ukupno u toku semestra:                               |               |
| Predavanja                                                                                                                                                                                                                                            | 3:00 h       | 48:00 h            | Nastava i završni ispit:                              | 170:40 h      |
| Vježbe                                                                                                                                                                                                                                                | 2:00 h       | 32:00 h            | Neophodne pripreme za upis i ovjeru semestra          | 21:20 h       |
| Praktičan rad                                                                                                                                                                                                                                         | 25%          | 25%                |                                                       |               |
| Samostalan rad i konsultacije                                                                                                                                                                                                                         | 4:40 h       | 149:20 h           | Priprema i polaganje ispita u popravnom ispitnom roku | 48:00 h       |
| Ukupno:                                                                                                                                                                                                                                               | 10:40 h      | 170:40 h           | Ukupno:                                               | 240:00 h      |
| OPIS PREDMETA                                                                                                                                                                                                                                         |              |                    |                                                       |               |
| Uslovljenost drugim predmetima:<br>Nema                                                                                                                                                                                                               |              |                    |                                                       |               |
| Ciljevi izučavanja predmeta:<br>Upoznavanje sa osnovnim načelima investicionog ulaganja u hartije od vrijednosti, osobinama optimalnog portfolija i najvažnijih hartija od vrijednosti (akcija i obveznica), te karakteristika i značaja CAPM modela. |              |                    |                                                       |               |
| Metod nastave i savladanja gradiva:<br>Predavanje, vježbe sa naglaskom na kvantitativnu analizu investicija, individualni i grupni rad, simulacije, konsultacije i dr. Obavezno korišćenje kalkulatora i Excela                                       |              |                    |                                                       |               |
| SADRŽAJ PREDMETA (PREDAVANJA)                                                                                                                                                                                                                         |              |                    |                                                       |               |

|                    |                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Pripremna nedjelja | Priprema i upis semestra                                                                                                                                                                                                                                                                                                                                                        |
| I nedjelja         | <p>Uvod u predmet, Osnove i značajni aspekti investicija (str. 2-22)</p> <ul style="list-style-type: none"> <li>• Finansijska aktiva i njena klasifikacija</li> <li>• Proces investiranja</li> <li>• Finansijska tržišta - učesnici</li> <li>• Globalizacija</li> <li>• Finansijski inženjering</li> </ul>                                                                      |
| II nedjelja        | <p>Investicioni fondovi (str. 97-121)</p> <ul style="list-style-type: none"> <li>• Vrste investicionih fondova</li> <li>• NAV</li> <li>• Ulazne i izlazne provizije, troškovi poslovanja</li> <li>• Stopa prinosa otvorenog fonda</li> <li>• Izvještaj o fondovima</li> </ul>                                                                                                   |
| III nedjelja       | <p>Rizik i prinos (str. 126-134) i inflacija, nominalna i realna kamatna stopa (str. 141-143)</p> <ul style="list-style-type: none"> <li>• Stope prinosa (HPR)</li> <li>• Aritmetički i geometrijski prosjek, vrijednosno ponderisani prosječni prinos</li> <li>• APR i EAR</li> <li>• Rizik i premija rizika</li> <li>• Inflacija, nominalna i realna stopa prinosa</li> </ul> |
| IV nedjelja        | <p>Rizik i prinos (str. 126-134) i inflacija, nominalna i realna kamatna stopa (str. 141-143), nastavak</p> <ul style="list-style-type: none"> <li>• Rizična i bezrizična aktiva</li> <li>• Očekivani prinos i rizik portfolija</li> <li>• Linija alokacija kapitala</li> </ul>                                                                                                 |
| V nedjelja         | <p>Efikasna diversifikacija (str. 162-179)</p> <ul style="list-style-type: none"> <li>• Diversifikacija i rizik portfolija</li> <li>• Tri pravila za portfolijo od dvije rizične hartije</li> <li>• Optimalni rizični portfolio sa bezrizičnom aktivom</li> </ul>                                                                                                               |
| VI nedjelja        | Efikasna diversifikacija, nastavak lekcije                                                                                                                                                                                                                                                                                                                                      |
| VII nedjelja       | Slobodna nedjelja                                                                                                                                                                                                                                                                                                                                                               |
| VIII nedjelja      | <p>Model vrednovanja aktive i teorija arbitražnog vrednovanja (str.204-212). CAPM, pretpostavke, tržišni portfolio, pasivna strategija</p> <ul style="list-style-type: none"> <li>• Prinos pojedinačne hartije od vrijednosti po CAPM-u</li> <li>• Tržišna linija hartija od vrijednosti (SML)</li> <li>• Primjena CAPM</li> <li>• Teorija arbitražnog vrednovanja</li> </ul>   |
| IX nedjelja        | Model vrednovanja aktive nastavak                                                                                                                                                                                                                                                                                                                                               |
| X nedjelja         | Model vrednovanja aktive, nastavak                                                                                                                                                                                                                                                                                                                                              |
| XI nedjelja        | Vrednovanje akcije (str.388-403). Pojam i vrste vrednovanja akcij. Model diskontovanja dividendi. Životni ciklus i višefazni modeli rasta. Koeficijent isplate dividendi i koeficijent reinvestiranja profita. P/E ratio                                                                                                                                                        |
| XII nedjelja       | Procjena performansi i aktivno upravljanje portfolijom (str. 575-580) Poredbene grupe. Korekcija                                                                                                                                                                                                                                                                                |



|                  |                                                                                                                |
|------------------|----------------------------------------------------------------------------------------------------------------|
|                  | za rizik (Sharpova mjera, Treynorova mjera, Jensenova mjera), $M^2$ mjera performanse, $T^2$ mjera performanse |
| XIII nedjelja    | Investitori i investicioni procesi (str.700-714)                                                               |
| XIV nedjelja     | Investitori i investicioni procesi nastavak                                                                    |
| XV nedjelja      | Priprema za završni ispit                                                                                      |
| Završna nedjelja | Završni ispit                                                                                                  |

## OBAVEZE STUDENATA

Studenti su obavezni da pohađaju nastavu i vježbe, rade kolokvijume, rade domaće zadatke i pripremaju seminarske radove.

## ISHODI UČENJA

Nakon uspješno završenog kursa **Investicije u turizmu** student će biti osposobljen da:

- definiše investicije i uoči razlike između materijalne i finansijske aktive
- opiše glavne korake u izgradnji investicionog portfolija
- odredi glavne aktere na finansijskim tržištima
- prepozna koja finansijska tržišta postoje i koji su trendovi na njima
- prepozna prednosti i mane investiranja uz pomoć investicionih fondova
- razlikuje otvorene i zatvorene investicione fondove
- odredi neto vrijednost imovine i stopu prinosa otvorenog investicionog fonda
- podijeli otvorene investicione fondove prema strategiji ulaganja
- pokaže uticaj troškova i koeficijenta obrta na investicione performanse otvorenih fondova
- odredi rizik i prinos akcija i obveznica na osnovu podataka o njihovim ranijim performansama
- utvrdi očekivani prinos i rizik portfolija koji se sastoji od rizične i bezrizične aktive
- ocijeni performanse pasivne strategije investiranja
- prepozna kako kovarijansa i korelacija utiču na moć diversifikacije u smanjenju rizika, kako se izgrađuje efikasan portfolio i kako se određuje struktura optimalnog portfolija
- izračuna premiju rizika hartije korišćenjem teorije tržišta kapitala
- konstruiše i koristiti tržišnu liniju hartije (SML)
- koristi arbitraže kod portfolija koji obuhvata pogrešno procijenjene hartije
- koristiti teoriju arbitražnog vrednovanja sa više faktora u cilju pronalaženja pogrešno procijenjenih hartija
- primijeni model diskontovanje dividendi
- primijeni DDM modele
- izračuna stope prinosa korigovane za rizik
- raščlani dodatni prinos na komponente koje su rezultat odluke o alokaciji aktive u odnosu na odluke o selekciji konkretnih hartija
- procijeni performanse portfolija menadžera
- procijeni vrijednost sposobnosti tržišnog tajminga.

## LITERATURA

Osnovna:

1. Zvi Bodie, Alex Kane and Alan. J. Marcus, **Osnovi investicija**, (prevod: Essentials of Investments), 6. izdanje,

|                                                                                                                                                                                                                                                  |        |       |                                |       |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------|--------------------------------|-------|-------|
| Datastatus, ISBN 978-86-7478-033-6 Beograd, 2009                                                                                                                                                                                                 |        |       |                                |       |       |
| Pomoćna:                                                                                                                                                                                                                                         |        |       |                                |       |       |
| 2. Saša Popović, <b>Portfolio analiza</b> , Ekonomski fakultet, Podgorica, 2000. god.                                                                                                                                                            |        |       |                                |       |       |
| 3. Dejan Šoškić, <b>Hartije od vrijednosti – Upravljanje portfoliom i investicionim fondovima</b> , Ekonomski fakultet Beograd, ISBN 978-86-403-0855-7, Beograd, 2007. god.                                                                      |        |       |                                |       |       |
| Web sajтови u vezi investicija                                                                                                                                                                                                                   |        |       |                                |       |       |
| <b>OBLICI PROVJERE ZNANJA I OCJENJIVANJE</b>                                                                                                                                                                                                     |        |       |                                |       |       |
| Poeni koje studenti dobijaju za uspešno ispunjene obaveze:                                                                                                                                                                                       |        |       |                                |       |       |
| <ul style="list-style-type: none"><li>- Prisustvo predavanjima i vježbama, aktivnost do 5 poena</li><li>- Praktičan rad 25 poena</li><li>- Kolokvijum I 10 poena</li><li>- Kolokvijum II 10 poena</li><li>- Završni ispit, do 50 poena</li></ul> |        |       |                                |       |       |
| Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena.                                                                                                                                                                             |        |       |                                |       |       |
| Ocjena                                                                                                                                                                                                                                           | A      | B     | C                              | D     | E     |
| Broj poena                                                                                                                                                                                                                                       | 91-100 | 81-90 | 71-80                          | 61-70 | 51-60 |
| Posebna naznaka za predmet: -                                                                                                                                                                                                                    |        |       |                                |       |       |
| Nastavnik koji je pripremio podatke:                                                                                                                                                                                                             |        |       | Prof. Dr Slobodanka Krivokapić |       |       |

| FINANSIJSKI MENADŽMENT U TURIZMU I HOTELIJERSTVU |              |                    |                                                       |               |
|--------------------------------------------------|--------------|--------------------|-------------------------------------------------------|---------------|
| OPŠTE INFORMACIJE                                |              |                    |                                                       |               |
| Šifra predmeta:                                  | MTSM3014     | Profesor:          | Doc. dr Slobodanka Krivokapić                         |               |
| Status predmeta:                                 | Obavezni     | Saradnik:          | Dr Ana Gardašević                                     |               |
| Godina:                                          | 2.           | Konsultacije:      | Po utvrđenom rasporedu konsultacija                   |               |
| Semestar:                                        | III (zimski) | Studijski program: | Akademske studije:<br>Master studije                  |               |
| ECTS/CSPK:                                       | 7            |                    |                                                       |               |
| RASPORED SATI                                    |              |                    |                                                       |               |
| Predavanja                                       |              | Vježbe             |                                                       | Praktičan rad |
| 48 (3 nedjeljno)                                 |              | 32 (2 nedeljno)    |                                                       | 25%           |
| OPTEREĆENJE STUDENATA                            |              |                    |                                                       |               |
|                                                  | Sedmično     | Semestralno        | Ukupno u toku semestra:                               |               |
| Predavanja                                       | 3:00         | 48:00              | Broj sati za nastavu i završni ispit:                 | 106:20        |
| Vježbe                                           | 2:00         | 32:00              | Neophodne pripreme za upis i ovjeru semestra          | 13:20         |
| Praktičan rad                                    | 25%          | 25%                |                                                       |               |
| Samostalan rad i konsultacije                    | 1:40         | 26:40              | Priprema i polaganje ispita u popravnom ispitnom roku | 30:00         |

|                                                                                                                                                                     |                                                                                                                                                                                                                       |        |                |                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|----------------|-----------------|
| <b>Ukupno:</b>                                                                                                                                                      | 9:20                                                                                                                                                                                                                  | 149:20 | <b>Ukupno:</b> | <b>150:00 h</b> |
| OPIS PREDMETA                                                                                                                                                       |                                                                                                                                                                                                                       |        |                |                 |
| Uslovljenost drugim predmetima:<br>Nema                                                                                                                             |                                                                                                                                                                                                                       |        |                |                 |
| Ciljevi izučavanja predmeta:<br>Pružanje uvida u široko područje poslovnih finansija sa naglaskom na problematiku I finansijskog planiranja u preduzeću             |                                                                                                                                                                                                                       |        |                |                 |
| Metod nastave i savladanja gradiva:<br>Predavanja, vježbe, domaći zadaci, seminarski radovi, slučajevi iz prakse, kreativne radionice, kolokvijumi i završni ispit. |                                                                                                                                                                                                                       |        |                |                 |
| SADRŽAJ PREDMETA (PREDAVANJA)                                                                                                                                       |                                                                                                                                                                                                                       |        |                |                 |
| Pripremna nedjelja                                                                                                                                                  | Priprema i upis semestra                                                                                                                                                                                              |        |                |                 |
| I nedjelja                                                                                                                                                          | Finansije (pojam, ciljevi, periodični izvještaj i finansijski izvještaj)                                                                                                                                              |        |                |                 |
| II nedjelja                                                                                                                                                         | Finansijska politika preduzeća; Predmet i principi;                                                                                                                                                                   |        |                |                 |
| III nedjelja                                                                                                                                                        | Pravila finansiranja (vertikalna i horizontalna)                                                                                                                                                                      |        |                |                 |
| IV nedjelja                                                                                                                                                         | Osnovi finansijske analize (pretpostavke, metodi, racio, rentabilnost)                                                                                                                                                |        |                |                 |
| V nedjelja                                                                                                                                                          | Poslovni i finansijske leveridž (kombinovani, nezavisna tačka finansiranja)                                                                                                                                           |        |                |                 |
| VI nedjelja                                                                                                                                                         | Organizacija finansijske funkcije i upravljanje finan. tokovima (poslovna, obrtna i finansijski tokovi gotovine)                                                                                                      |        |                |                 |
| VII nedjelja                                                                                                                                                        | Slobodna sedmica                                                                                                                                                                                                      |        |                |                 |
| VIII nedjelja                                                                                                                                                       | Finansijsko planiranje (gotovine bilansni i dinamički metod, bilans stanja i uspjeha i prin.planiranja)                                                                                                               |        |                |                 |
| IX nedjelja                                                                                                                                                         | Menadžment obrtnih sredstava (zalihe, troškovi zaliha menadžment zaliha, obim i vrijeme nabav.gotov.i potraž.)                                                                                                        |        |                |                 |
| X nedjelja                                                                                                                                                          | Kamata i obračun kamata (obračun, prost i složen interes)                                                                                                                                                             |        |                |                 |
| XI nedjelja                                                                                                                                                         | Hartije od vrijednosti (mjenica, ček, obveznice, akcije, tržište, organizacija i regulativa)                                                                                                                          |        |                |                 |
| XII nedjelja                                                                                                                                                        | Učesnici na tržištu kapitala (banke, investicioni fondovi, druge inst.berze, opcije, fjučersi, klirinške kuće, emisije ažio, portfolio hartija od vrijed. i gotovina)                                                 |        |                |                 |
| XIII nedjelja                                                                                                                                                       | Proc.tržišne cijene hartije od vrijednosti (opšti model, činioci rizika inf., vrijeme, obične i povlašćene akcije, stopa kapitalizacije, cijena duga, sopst.kapitala prodaja obič.akcija akumulirani dobiti i amort.) |        |                |                 |
| XIV nedjelja                                                                                                                                                        | Menadžment investicije i efikas.investicija (kapit.ulag., inves.kriterijumi, metodi za ocjenu, dinam. i stat.met.efik. I analiza rizika)                                                                              |        |                |                 |
| XV nedjelja                                                                                                                                                         | Praktični primjeri izrade (finansijskog poslovanja preduzeća, investicionog programa I vrij.imovine)                                                                                                                  |        |                |                 |
| Završna nedjelja                                                                                                                                                    | Završni ispitni rok - usmeni dio                                                                                                                                                                                      |        |                |                 |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |        |       |                               |       |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------|-------------------------------|-------|-------|
| <b>OBAVEZE STUDENATA</b><br>Studenti su obavezni da pohađaju nastavu i vježbe, rade kolokvijume, rade domaće zadatke i pripremaju seminarske radove.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |        |       |                               |       |       |
| <b>LITERATURA</b> <ul style="list-style-type: none"> <li>Akad.Dragan Đ.Vučinić: Finansijski menadžment, III dopunjeno izdanje, CONTACT LINE, Beograd, 2003. (udžbenik)</li> <li>Keown A., Martin J.D., Pettz J.N., Scott D.D., Foundations of Finance and Practice of Financial Management, Prentice Hall. Upper Saddle River, 2003. Udžbenik grupe autora sa fakulteta za turistički i hotelijerski menadžment u pripremi.</li> </ul> <p>Nastavni materijali i izabrani naučni radovi dostupni na web stranici predmeta u okviru sistema za e-učenje ( <a href="http://e-fit.unimediterranean.net">http://e-fit.unimediterranean.net</a> )</p> |        |       |                               |       |       |
| <b>OBLICI PROVJERE ZNANJA I OCJENJIVANJE</b><br><br>Poeni koje studenti dobijaju za uspešno ispunjene obaveze: <ul style="list-style-type: none"> <li>– Prisustvo predavanjima i vježbama, aktivnost do 5 poena</li> <li>– Praktičan rad 25 poena</li> <li>– Kolokvijum I 10 poena</li> <li>– Kolokvijum II 10 poena</li> <li>– Završni ispit, do 50 poena</li> </ul> Za prelaznu ocjenu student je u obavezi da realizuje preko 50 poena.                                                                                                                                                                                                      |        |       |                               |       |       |
| Ocjena                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | A      | B     | C                             | D     | E     |
| Broj poena                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 91-100 | 81-90 | 71-80                         | 61-70 | 51-60 |
| Posebna naznaka za predmet:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |        |       |                               |       |       |
| Nastavnik koji je pripremio podatke:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |        |       | Doc. dr Slobodanka Krivokapić |       |       |

## MASTER'S STUDIES YEAR I

| METHODOLOGY OF SCIENTIFIC-RESEARCH WORK |            |                     |                                                                                                                                            |
|-----------------------------------------|------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| GENERAL INFORMATION                     |            |                     |                                                                                                                                            |
| Course code:                            | MTSM101    | Professor:          | Prof. Radislav Jovović, Prof. Hasan Hanić, Prof. Darko Lacmanović                                                                          |
| Course status:                          | Compulsory | Teaching Assistant: |                                                                                                                                            |
| Year:                                   | I          | Consultations:      | According to the established timetable                                                                                                     |
| Semester:                               | I (winter) | Study programme:    | Academic Studies: Master's, International Management in Tourism and Hospitality; Module 2: Marketing Management in Tourism and Hospitality |
| ECTS/CSPK:                              | 7          |                     |                                                                                                                                            |
| CONTACT HOURS                           |            |                     |                                                                                                                                            |

| Lectures                                                                                                                                                                                                                                                                                           |                                                                                                                                                           | Tutorials       |                                                                 | Practicals |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------------------------------------------------|------------|----------|
| 48 (3 per week)                                                                                                                                                                                                                                                                                    |                                                                                                                                                           | 32 (2 per week) |                                                                 | 25%        |          |
| STUDENT WORKLOAD                                                                                                                                                                                                                                                                                   |                                                                                                                                                           |                 |                                                                 |            |          |
|                                                                                                                                                                                                                                                                                                    | Per week                                                                                                                                                  | Per semester    | Total per semester:                                             |            |          |
| Lectures                                                                                                                                                                                                                                                                                           | 3:00 h                                                                                                                                                    | 48:00 h         | Teaching + final exam:                                          |            | 149:20 h |
| Tutorials                                                                                                                                                                                                                                                                                          | 2:00 h                                                                                                                                                    | 32:00 h         | Required preparation for semester registration and verification |            | 18:40 h  |
| Practicals                                                                                                                                                                                                                                                                                         | 25%                                                                                                                                                       | 25%             |                                                                 |            |          |
| Individual work and consultations                                                                                                                                                                                                                                                                  | 4:20 h                                                                                                                                                    | 69:20 h         | Preparation and doing make-up exams                             |            | 42:00 h  |
| Total:                                                                                                                                                                                                                                                                                             | 9:20 h                                                                                                                                                    | 149:20 h        | Total:                                                          |            | 210:00 h |
| COURSE DESCRIPTION                                                                                                                                                                                                                                                                                 |                                                                                                                                                           |                 |                                                                 |            |          |
| <b>Pre-requisite:</b><br>None                                                                                                                                                                                                                                                                      |                                                                                                                                                           |                 |                                                                 |            |          |
| <b>Course objectives:</b><br>Training students to understand the concept, role and significance of academic and applied research in tourism and successfully apply the research methodology in the creation of scientific, scientific-professional and professional works in the field of tourism. |                                                                                                                                                           |                 |                                                                 |            |          |
| <b>Teaching/Learning methods:</b><br>Lectures, tutorials, preparation of seminar papers, practicals, mid-term exams and the final exam. Consultations.                                                                                                                                             |                                                                                                                                                           |                 |                                                                 |            |          |
| COURSE SYLLABUS                                                                                                                                                                                                                                                                                    |                                                                                                                                                           |                 |                                                                 |            |          |
| Preparatory week                                                                                                                                                                                                                                                                                   | Preparation and semester registration                                                                                                                     |                 |                                                                 |            |          |
| Week I                                                                                                                                                                                                                                                                                             | Introduction to the methodology of scientific-research work.<br>Practical work: Preparation of research on a given topic and formation of research teams. |                 |                                                                 |            |          |
| Week II                                                                                                                                                                                                                                                                                            | Basic methods of knowledge. Creative workshop - debate.                                                                                                   |                 |                                                                 |            |          |
| Week III                                                                                                                                                                                                                                                                                           | Special methods of knowledge. Creative workshop-debate.<br>Practical work: Development of a questionnaire and research implementation plan.               |                 |                                                                 |            |          |
| Week IV                                                                                                                                                                                                                                                                                            | Form and process of scientific knowledge. Creative workshop-debate.                                                                                       |                 |                                                                 |            |          |
| Week V                                                                                                                                                                                                                                                                                             | Introduction to the development of a scientific work. Creative workshop-debate.                                                                           |                 |                                                                 |            |          |
| Week VI                                                                                                                                                                                                                                                                                            | Selection of topic. Creative workshop-debate.                                                                                                             |                 |                                                                 |            |          |
| Week VII                                                                                                                                                                                                                                                                                           | Free week                                                                                                                                                 |                 |                                                                 |            |          |
| Week VIII                                                                                                                                                                                                                                                                                          | Plan of scientific research. Creative workshop-debate.<br>Practical work: Research implementation.                                                        |                 |                                                                 |            |          |
| Week IX                                                                                                                                                                                                                                                                                            | Classification of scientific and professional publications.<br>Practical work: Research implementation.                                                   |                 |                                                                 |            |          |
| Week X                                                                                                                                                                                                                                                                                             | Searching databases and other online sources.<br>Practical work: Research implementation                                                                  |                 |                                                                 |            |          |
| Week XI                                                                                                                                                                                                                                                                                            | Concept and types of scientific and professional works.<br>Practical work: Research implementation.                                                       |                 |                                                                 |            |          |
| Week XII                                                                                                                                                                                                                                                                                           | Stages in the development of scientific work . Collection of scientific publications. Practical work: Research implementation.                            |                 |                                                                 |            |          |
| Week XIII                                                                                                                                                                                                                                                                                          | Stages in the development of scientific work. Study of scientific publications<br>Practical work: Research implementation.                                |                 |                                                                 |            |          |
| Week XIV                                                                                                                                                                                                                                                                                           | Stages in the development of scientific work. Written processing of scientific research.<br>Practical work: Research implementation.                      |                 |                                                                 |            |          |
| Week XV                                                                                                                                                                                                                                                                                            | Essential characteristics of scientific and professional work.<br>Practical work: Presentation of seminar papers with research results.                   |                 |                                                                 |            |          |
| Final week                                                                                                                                                                                                                                                                                         | Final exam                                                                                                                                                |                 |                                                                 |            |          |
| STUDENT'S OBLIGATIONS                                                                                                                                                                                                                                                                              |                                                                                                                                                           |                 |                                                                 |            |          |

Students are obliged to attend classes and tutorials. Students prepare and present one seminar paper, participate in the debate after the presentation of the seminar paper (creative workshop), perform practical work, take mid-term exams and the final exam.

Practical work: 25% of tutorials will be organized as practical work through research of the given issue in tourism, preparation and public presentation of the seminar paper with the results of primary research in the field of research.

### LEARNING OUTCOMES

Upon completion of the course Academic and Applied Research in Tourism, a student will be able to:

- master the concept, significance and role of science and scientific-research work in the context of tourism;
- recognize scientific research methods;
- classify scientific, scientific-professional and professional works;
- apply techniques in the preparation of scientific and professional works;
- plan, organize and implement scientific and professional research in the preparation of scientific, scientific-professional and professional works in the field of tourism.

### INDICATIVE READING LIST

- 1.Zelenika, R. (2011). *Metodologija i tehnologija izrade znanstvenog i stručnog djela* (5. izdanje). Rijeka: Ekonomski fakultet, Sveučilišta u Rijeci. ISBN 978-953-6148-98-1
  - 2.Kothari, C.R., Garg,G. (2019). *Research methodology methods and techniques* (4<sup>th</sup> ed.). New Delhi: New Age Press. ISBN 9789386649225
  - 3.Creswell, J.W., Creswell, J.D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5<sup>th</sup> ed.). London: SAGE. ISBN 978-1-5063-8670-6
  - 4.Leedy, P.D., Ormrod, J.E. (2015). *Practical Research: Planning and Design* (11<sup>th</sup> ed.). London: Pearson Education. ISBN 978-1-29-209587-5
  - 5.Kumar, R. (2014). *Research methodology, a step-by-step guide for beginners* (4<sup>rd</sup> ed.). London: SAGE. ISBN 978-1446269978
  - 6.Ivanović, Z. (2011). *Metodologija znanstvenog istraživanja*. Kastav, Rijeka: SAIVA. ISBN 978-953-56413-0-8
  - 7.Šušnjić, Đ. (2007). *Metodologija*. Beograd: Čigoja. ISBN 978-86-7558-511-4
  - 8.Blaug, M. (2017). *Metodologija ekonomije*. Beograd: Centar za izdavačku delatnost Ekonomskog fakulteta Univerziteta u Beogradu. ISBN 978-86-403-1514-2
- Teaching materials are available on the course website within the e-learning system ( <http://e-fit.unimediteran.net> )

### METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

|                  |        |       |       |       |       |
|------------------|--------|-------|-------|-------|-------|
| Grade            | A      | B     | C     | D     | E     |
| Number of points | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

### Special note for the course:

|                                  |                                                                      |
|----------------------------------|----------------------------------------------------------------------|
| Professor who prepared the data: | Prof. Radislav Jovović, Prof. dr Hasan Hanić, Prof. Darko Lacmanović |
|----------------------------------|----------------------------------------------------------------------|

| HUMAN RESOURCES AND ORGANIZATIONAL BEHAVIOUR IN TOURISM AND HOSPITALITY                                                                                                                                                                                                                                                                                                                                                                                      |                                               |                    |                                                                  |            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|--------------------|------------------------------------------------------------------|------------|
| GENERAL INFORMATION                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                               |                    |                                                                  |            |
| Course code:                                                                                                                                                                                                                                                                                                                                                                                                                                                 | MTSM102                                       | Professor:         | Prof. Sanja Vlahović                                             |            |
| Course status:                                                                                                                                                                                                                                                                                                                                                                                                                                               | Compulsory                                    | Teaching Assistant |                                                                  |            |
| Year:                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 1.                                            | Consultations:     | According to the established timetable                           |            |
| Semester:                                                                                                                                                                                                                                                                                                                                                                                                                                                    | I (winter)                                    | Study programme:   | Academic Studies: Master's Management in Tourism and Hospitality |            |
| ECTS/CSPK:                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 8                                             |                    |                                                                  |            |
| CONTACT HOURS                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                               |                    |                                                                  |            |
| Lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                               | Tutorials          |                                                                  | Practicals |
| 48 (3 per week)                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                               | 48 (3 per week)    |                                                                  | 25%        |
| STUDENT WORKLOAD                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                               |                    |                                                                  |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Per week                                      | Per semester       | Total per semester:                                              |            |
| Lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3                                             | 48                 | Number of hours for teaching and the final exam:                 | 128:00     |
| Tutorials                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 3                                             | 48                 | Required preparation for semester registration and verification  | 16:00      |
| Practicals                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 25%                                           | 25%                |                                                                  |            |
| Individual work and consultations                                                                                                                                                                                                                                                                                                                                                                                                                            | 2:00                                          | 32:00              | Preparation and doing make-up exams                              | 36:00      |
| Total:                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 8                                             | 128                | Total:                                                           | 180:00 h   |
| COURSE DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                               |                    |                                                                  |            |
| <b>Pre-requisite:</b><br>None                                                                                                                                                                                                                                                                                                                                                                                                                                |                                               |                    |                                                                  |            |
| <b>Course objectives:</b><br>The course objective is to familiarize students with the functions of human resources management in modern tourist organizations and to train students for easier socialization in organizations. This course deals with important elements of management - human resources - as drivers for the development of companies, exponents of changes, innovators, animators of cultural behaviour, creative management participants. |                                               |                    |                                                                  |            |
| <b>Teaching/Learning methods:</b><br>Lectures, tutorials, seminar papers, mid-term exams and final exam. Consultations.                                                                                                                                                                                                                                                                                                                                      |                                               |                    |                                                                  |            |
| COURSE SYLLABUS                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                               |                    |                                                                  |            |
| Preparatory week                                                                                                                                                                                                                                                                                                                                                                                                                                             | Preparation and semester registration         |                    |                                                                  |            |
| Week I                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Introduction to the course                    |                    |                                                                  |            |
| Week II                                                                                                                                                                                                                                                                                                                                                                                                                                                      | History of HRM development                    |                    |                                                                  |            |
| Week III                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Place and role of man in modern organizations |                    |                                                                  |            |
| Week IV                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Theoretical concepts of human resources       |                    |                                                                  |            |

|            |                                                                                |
|------------|--------------------------------------------------------------------------------|
| Week V     | Processes of creation and use of human resources - vision, strategy and policy |
| Week VI    | System of Human Resources Development Planning                                 |
| Week VII   | FREE WEEK                                                                      |
| Week VIII  | Recruitment, Selection, Motivation, Appraisal                                  |
| Week IX    | Entrepreneurial aspect of human resources management                           |
| Week X     | Change management and personnel                                                |
| Week XI    | Business culture and human resources                                           |
| Week XII   | The role of leadership in human resources management                           |
| Week XIII  | Organizational culture and human resources                                     |
| Week XIV   | Culture and business practices of some countries                               |
| Week XV    | Case studies                                                                   |
| Final week | Final exam                                                                     |

### STUDENT'S OBLIGATIONS

Students are obliged to attend classes and tutorials. Students prepare seminar papers, mid-term exams and the final exam.

### LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- master the concept of human resources management
- explain the complete HRM process independently
- master the specific features of HRM process in tourism
- familiarize themselves with the functions of HRM in modern tourism organizations
- be trained for easier socialization in organizations
- be trained for the selection of human resources in tourism and hospitality, performance measurement, development of training programmes and training of the employed in tourism and hospitality.

The content of the course is related to the subject matter of certain scientific disciplines such as: general management, leadership, services and quality management, entrepreneurship. The lectures will be tailored to the course participants so that they could understand the subject matter more easily and find practical application of the thus acquired knowledge.

### INDICATIVE READING LIST

10. Dessler G. (2012): *Upravljanje ljudskim potencijalima*, Mate, Zagreb, ISBN: 978-953-246-150-3
  11. Burke R.(2018): *Handbook of Human Resource Management in the Tourism and Hospitality Industries*, Edward Elgar Publication, ISBN: 978 1 78643 136 3
  12. Riley, M. (2014): *Human resource management in the hospitality and tourism industry*, Routledge, ISBN-13: 978-0750627290
  13. Hayes, D. K., Ninemeier, J. D. (2015): *Human resources management in the hospitality industry 2nd Ed.*, John Wiley & Sons, ISBN-13: 978-1118988503
- - Teaching materials are available on the website of the course within the e-learning system (<http://e-fit.unimediteran.net>)

### METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:



- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

|                  |        |       |       |       |       |
|------------------|--------|-------|-------|-------|-------|
| Grade            | A      | B     | C     | D     | E     |
| Number of points | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

**Special note for the course:**

Professor who prepared the data: Prof. Sanja Vlahović

## INTERNATIONAL TOURISM MARKETS

### GENERAL INFORMATION

|                       |            |                            |                                                                                |
|-----------------------|------------|----------------------------|--------------------------------------------------------------------------------|
| <b>Course code:</b>   | MTSM103    | <b>Professor:</b>          | Prof. Silvana Đurašević                                                        |
| <b>Course status:</b> | Compulsory | <b>Teaching Assistant:</b> | Andrea Kavarić, MSc                                                            |
| <b>Year:</b>          | I          | <b>Consultations:</b>      | By arrangement                                                                 |
| <b>Semester:</b>      | I (winter) | <b>Study programme:</b>    | Academic Studies: Master's International Management in Tourism and Hospitality |
| <b>ECTS/CSPK:</b>     | 8          |                            |                                                                                |

### CONTACT HOURS

| Lectures        | Tutorials       | Practical work - research |
|-----------------|-----------------|---------------------------|
| 48 (3 per week) | 48 (3 per week) | 25%                       |

### STUDENT WORKLOAD

|                                   | Per week       | Per semester    | Total per semester:                                             |                 |
|-----------------------------------|----------------|-----------------|-----------------------------------------------------------------|-----------------|
| Lectures                          | 3:00 h         | 48:00 h         | Teaching + final exam:                                          | 170:40 h        |
| Tutorials                         | 3:00 h         | 48:00 h         | Required preparation for semester registration and verification | 21:20 h         |
| Practicals                        | 25%            | 25%             |                                                                 |                 |
| Individual work and consultations | 6:20 h         | 101:20 h        | Preparation and doing make-up exams                             | 48:00 h         |
| <b>Total:</b>                     | <b>10:40 h</b> | <b>197:40 h</b> | <b>Total:</b>                                                   | <b>240:00 h</b> |

### COURSE DESCRIPTION

**Pre-requisite:**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                 |
| <b>Course objectives:</b><br>The course objective is to introduce students to the global trends in the very complex and dynamic international tourism market. Within the course, students will familiarize themselves with and study the phenomena of tourism and travel, as well as their key components, their marketing and promotional trends, including the trends in tourism policy and planning. They will develop awareness of potential economic and non-economic impacts on tourism movements, as well as the factors that influence them and which ultimately affect the positioning and competitiveness of a country and a region of the world as a tourist destination. |                                                                                                                 |
| <b>Teaching/Learning methods:</b><br>Lectures, tutorials, preparation of seminar papers, practical work, mid-term exams and final exam. Consultations.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                 |
| <b>COURSE SYLLABUS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                 |
| Preparatory week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Preparation and semester registration                                                                           |
| Week I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Characteristics of modern tourism                                                                               |
| Week II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Definition, scope, dynamics and structure of the modern tourism market                                          |
| Week III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Effects of the globalization process in international tourism                                                   |
| Week IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Tendencies in the development of tourism demand and supply                                                      |
| Week V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Redesigning of the tourist offer                                                                                |
| Week VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Processes of horizontal and vertical concentration on the European tourism market                               |
| Week VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Free week                                                                                                       |
| Week VIII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | The impact of development of air traffic on tourism trends                                                      |
| Week IX                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Implications of the application of information technologies to the development of international tourism markets |
| Week X                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | The impact of economic and non-economic factors on tourism trends                                               |
| Week XI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Profiles of Europe's main source markets                                                                        |
| Week XII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | The main tourist regions of the world                                                                           |
| Week XIII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Evaluation of market opportunities in the long-term development of tourism in Montenegro                        |
| Week XIV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | International tourism markets in the new millennium                                                             |
| Week XV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | „In -house“ lecture                                                                                             |
| Final week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Final exam                                                                                                      |
| <b>STUDENT'S OBLIGATIONS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                 |
| Students are obliged to attend classes. Students do the final exam.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                 |

### LEARNING OUTCOMES

Upon completion of the **International Tourism Markets** course, the student will be able to:

- critically analyse the importance and role of international tourism markets
- interpret the effects of the globalization process in the international tourism;
- recognize the contemporary trends of tourism demand and supply
- understand the integration processes in the tourism industry and their importance for better positioning in the tourism market
- recognize the market chances of Montenegro in the growing international markets
- critically assess the situation in the tourism market and apply marketing tools in order to achieve better positioning of the destination in a particular tourism market.

### INDICATIVE READING LIST

7. Boniface, B., Cooper, C. (2009). *Worldwide Destinations: The Geography of Travel and Tourism*. Fifth Ed. London: Elsevier. ISBN 9780750689472
  8. Buhalis, D. (2003). *e-Tourism: information technology for strategic tourism management*, London; Pearson (Financial Times/Prentice Hall). ISBN 0582357403.
  9. Cohen, E. (2012). *Globalization, Global Crises and Tourism*. Tourism Recreation Research 37 (2), 103-111.
  10. Đurašević, S. (2008). *Turistička putovanja- savremeni koncepti prodaje*, Podgorica: CID. ISBN 978-86-495-0374-8
  11. Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2013). 5th Ed. *Tourism: Principles and Practice*, Pearson, Harlow, England. ISBN 978-0273758273
  12. Unković, S., Zečević, B. (2014). *Ekonomika turizma*, Beograd: CID Ekonomski fakultet. ISBN 978-86-403-1162-5
- Teaching materials are available on the course website within the e-learning system (<http://e-fit.unimediterranean.net>)

### METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

|                  |        |       |       |       |       |
|------------------|--------|-------|-------|-------|-------|
| Grade            | A      | B     | C     | D     | E     |
| Number of points | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

### Special note for the course:

|                                  |                         |
|----------------------------------|-------------------------|
| Professor who prepared the data: | Prof. Silvana Đurašević |
|----------------------------------|-------------------------|

## DIGITAL MARKETING IN TOURISM AND HOSPITALITY

### GENERAL INFORMATION

|              |         |            |                        |
|--------------|---------|------------|------------------------|
| Course code: | MTSM104 | Professor: | Prof. Radislav Jovović |
|--------------|---------|------------|------------------------|

|                                                                                                                                                                                                                                                                  |                                                                             |                     |                                                                  |            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|---------------------|------------------------------------------------------------------|------------|
| Course status:                                                                                                                                                                                                                                                   | Compulsory                                                                  | Teaching Assistant: | Assistant Professor Anđela Jakšić Stojanović                     |            |
| Year:                                                                                                                                                                                                                                                            | I                                                                           | Consultations:      | According to the established timetable                           |            |
| Semester:                                                                                                                                                                                                                                                        | I (winter)                                                                  | Study programme:    | Academic Studies: Master's Management in Tourism and Hospitality |            |
| ECTS/CSPK:                                                                                                                                                                                                                                                       | 7                                                                           |                     |                                                                  |            |
| CONTACT HOURS                                                                                                                                                                                                                                                    |                                                                             |                     |                                                                  |            |
| Lectures                                                                                                                                                                                                                                                         |                                                                             | Tutorials           |                                                                  | Practicals |
| 48 (3 per week)                                                                                                                                                                                                                                                  |                                                                             | 32 (2 per week)     |                                                                  | 40%        |
| STUDENT WORKLOAD                                                                                                                                                                                                                                                 |                                                                             |                     |                                                                  |            |
|                                                                                                                                                                                                                                                                  | Per week                                                                    | Per semester        | Total per semester:                                              |            |
| Lectures                                                                                                                                                                                                                                                         | 3                                                                           | 48                  | Number of hours for teaching and final exam:                     | 149:20     |
| Tutorials                                                                                                                                                                                                                                                        | 2                                                                           | 32                  | Required preparation for semester registration and verification  | 18:40      |
| Practicals                                                                                                                                                                                                                                                       | 40%                                                                         | 40%                 |                                                                  |            |
| Individual work and consultations                                                                                                                                                                                                                                | 4:20                                                                        | 69:20               | Preparation and doing make-up exams                              | 42:00      |
| Total:                                                                                                                                                                                                                                                           | 9:20                                                                        | 149:20              | Total                                                            | 210:00 h   |
| COURSE DESCRIPTION                                                                                                                                                                                                                                               |                                                                             |                     |                                                                  |            |
| Pre-requisite:<br>None                                                                                                                                                                                                                                           |                                                                             |                     |                                                                  |            |
| Course objectives:<br>The course objective is to provide students with advanced knowledge about contemporary concepts of leadership; to provide students with the opportunity to acquire leadership skills, which contributes to their professional development. |                                                                             |                     |                                                                  |            |
| Teaching/Learning methods:<br>Lectures, tutorials, homework assignments, case studies, creative workshops, professional training, mid-term exams and final exam. Consultations.                                                                                  |                                                                             |                     |                                                                  |            |
| COURSE SYLLABUS                                                                                                                                                                                                                                                  |                                                                             |                     |                                                                  |            |
| Preparatory week                                                                                                                                                                                                                                                 | Preparation and semester registration                                       |                     |                                                                  |            |
| Week I                                                                                                                                                                                                                                                           | Introduction to the course                                                  |                     |                                                                  |            |
| Week II                                                                                                                                                                                                                                                          | Customer relationship marketing in tourism and hospitality - current trends |                     |                                                                  |            |
| Week III                                                                                                                                                                                                                                                         | Creation of digital marketing plan                                          |                     |                                                                  |            |
| Week IV                                                                                                                                                                                                                                                          | Web design                                                                  |                     |                                                                  |            |
| Week V                                                                                                                                                                                                                                                           | SEO optimization                                                            |                     |                                                                  |            |
| Week VI                                                                                                                                                                                                                                                          | Google AdsWords                                                             |                     |                                                                  |            |
| Week VII                                                                                                                                                                                                                                                         | Free week                                                                   |                     |                                                                  |            |
| Week VIII                                                                                                                                                                                                                                                        | Introduction to the web analytics                                           |                     |                                                                  |            |
| Week IX                                                                                                                                                                                                                                                          | Facebook and business development in tourism                                |                     |                                                                  |            |

|            |                                                                      |
|------------|----------------------------------------------------------------------|
| Week X     | Instagram and business development in tourism and hospitality        |
| Week XI    | Business tools and LinkedIn - application in tourism and hospitality |
| Week XII   | Business tools and YouTube - application in tourism and hospitality  |
| Week XIII  | Facebook advertising and application in tourism and hospitality      |
| Week XIV   | E-mail marketing in tourism and hospitality                          |
| Week XV    | Ethics in digital marketing                                          |
| Final week | Final exam                                                           |

#### STUDENT'S OBLIGATIONS

Students are obliged to attend classes and tutorials. Students do a project assignment, the digital marketing plan for a specific tourist or hotel company, prepare and present up to two homework assignments, participate in a debate after the presentation of assignments (creative workshop), do mid-term exams and the final exam.

#### LEARNING OUTCOMES

Upon completion of the course, the student will be able to:

5. grasp the concepts and importance of digital marketing in tourism and hospitality
6. create a digital marketing plan independently
7. manage digital marketing channels in tourism and hospitality independently
8. acquire advanced skills in the use and management of social media for business purposes

The content of the course is related to the subject matter of certain scientific disciplines such as: services management, marketing, digital competences. The lectures will be tailored to the course participants so that they could understand the subject matter more easily and find the practical application of the thus acquired knowledge.

#### INDICATIVE READING LIST

Bauer, I. (2013): *Digitalni marketing*, Zavod za udžbenike, Beograd, ISBN: 9788617180612

Kotler, P., Kartajaya, H., Setiawan, I. (2016). *Marketing 4.0: Moving from traditional to digital*. John Wiley & Sons, ISBN: 978-1-119-34120-8

Kingsnorth, S. (2016). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers. EAN: 9780749474706

Hudson, S., & Hudson, L. (2017). *Marketing for tourism, hospitality & events: a global & digital approach*. Sage. ISBN: 9781473926646

Minazzi, R. (2015): *Social media marketing in tourism and hospitality*, New York: Springer, ISBN 978-3-319-05182-6

Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers. EAN: 9780749478438

Pulizzi, J. (2014): *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*, New York: McGraw-Hill Education. ISBN: 9780071819893

Dodson, I. (2016). *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. John Wiley & Sons. ISBN: 978-1-119-26570-2

- Teaching materials are available on the course website within the e-learning system ( <http://e-fit.unimediterranean.net> )

#### METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

|                                     |        |       |                        |       |       |
|-------------------------------------|--------|-------|------------------------|-------|-------|
| Grade                               | A      | B     | C                      | D     | E     |
| Number of points                    | 91-100 | 81-90 | 71-80                  | 61-70 | 51-60 |
| <b>Special note for the course:</b> |        |       |                        |       |       |
| Professor who prepared the data:    |        |       | Prof. Radislav Jovović |       |       |

| INTERNATIONAL TOURISM LAW AND POLICY                                                                                                                                                                                                                                                                                                  |            |                     |                                                                  |            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------------|------------------------------------------------------------------|------------|
| GENERAL INFORMATION                                                                                                                                                                                                                                                                                                                   |            |                     |                                                                  |            |
| Course code:                                                                                                                                                                                                                                                                                                                          | MTSM205    | Professor:          | Assistant Professor Biljana Vukoslavčević                        |            |
| Course status:                                                                                                                                                                                                                                                                                                                        | Compulsory | Teaching Assistant: | Milena Kavarić, MSc                                              |            |
| Year:                                                                                                                                                                                                                                                                                                                                 | I          | Consultations:      | According to the established timetable                           |            |
| Semester:                                                                                                                                                                                                                                                                                                                             | I (winter) | Study programme:    | Academic Studies: Master's Management in tourism and Hospitality |            |
| ECTS/CSPK:                                                                                                                                                                                                                                                                                                                            | 8          |                     |                                                                  |            |
| CONTACT HOURS                                                                                                                                                                                                                                                                                                                         |            |                     |                                                                  |            |
| Lectures                                                                                                                                                                                                                                                                                                                              |            | Tutorials           |                                                                  | Practicals |
| 48 (3 per week)                                                                                                                                                                                                                                                                                                                       |            | 48 (3 per week)     |                                                                  | 25%        |
| STUDENT WORKLOAD                                                                                                                                                                                                                                                                                                                      |            |                     |                                                                  |            |
|                                                                                                                                                                                                                                                                                                                                       | Per week   | Per semester        | Total per semester:                                              |            |
| Lectures                                                                                                                                                                                                                                                                                                                              | 3          | 48                  | Teaching + final exam:                                           | 170:40     |
| Tutorials                                                                                                                                                                                                                                                                                                                             | 3          | 48                  | Required preparation for semester registration and verification  | 21:20      |
| Practicals                                                                                                                                                                                                                                                                                                                            | 25%        | 25%                 |                                                                  |            |
| Individual work and consultations                                                                                                                                                                                                                                                                                                     | 4:40       | 74:40               | Preparation and doing make-up exams                              | 48:00      |
| Total:                                                                                                                                                                                                                                                                                                                                | 10:40      | 170:40              | Total:                                                           | 180:00 h   |
| COURSE DESCRIPTION                                                                                                                                                                                                                                                                                                                    |            |                     |                                                                  |            |
| <b>Pre-requisite:</b><br>None                                                                                                                                                                                                                                                                                                         |            |                     |                                                                  |            |
| <b>Course objectives:</b><br>The course provides knowledge on the characteristics of the development of international tourism, especially the tourism in Europe and the Mediterranean, including the development of tourism in Montenegro and the region, as well as the characteristics of strategic and operational tourism policy. |            |                     |                                                                  |            |
| <b>Teaching/Learning methods:</b><br>Lectures, tutorials, seminar papers, mid-term exams and the final exam. Consultations.                                                                                                                                                                                                           |            |                     |                                                                  |            |
| COURSE SYLLABUS                                                                                                                                                                                                                                                                                                                       |            |                     |                                                                  |            |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| Preparatory week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Preparation and semester registration                                 |
| Week I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Introduction to the course                                            |
| Week II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Tourism strategy 1                                                    |
| Week III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Tourism strategy 2                                                    |
| Week IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Tourism strategy of the world                                         |
| Week V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Tourism policy of Europe 1                                            |
| Week VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Tourism policy of Europe 2                                            |
| Week VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | FREE WEEK                                                             |
| Week VIII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Development of the tourism strategy 1                                 |
| Week IX                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Development of the tourism strategy 2                                 |
| Week X                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | The role of spatial planning in the tourism policy                    |
| Week XI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Tourism policy and tourism planning in protected areas                |
| Week XII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Tourism policy of Montenegro until 2006                               |
| Week XIII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Tourism policy of Montenegro until 2006                               |
| Week XIV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Spatial planning in the function of tourist development of Montenegro |
| Week XV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Integration of Montenegro into EU and tourism policy                  |
| Final week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Final exam                                                            |
| <b>STUDENT'S OBLIGATIONS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                       |
| Students are obliged to attend classes and tutorials. Students prepare seminar papers, mid-term exams and final exam.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                       |
| <b>LEARNING OUTCOMES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                       |
| Upon successful completion of the course, the student will be able to:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                       |
| <ul style="list-style-type: none"> <li>– grasp the concepts and types of tourism strategies</li> <li>– create the strategies and policies for the development of tourism products at the micro level</li> <li>– acquire knowledge of the tourism policy of the world and the tourism policy of Europe</li> <li>– grasp the role and importance of spatial planning in the development of the tourism policy</li> <li>– perform an analysis of current tourism plans and strategies</li> <li>– acquire broad knowledge of the strategies and policies of tourism development of Montenegro</li> </ul> |                                                                       |
| <b>INDICATIVE READING LIST</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                       |
| Swanson, J. R., Edgell Sr, D. L. (2013). <i>Tourism policy and planning: Yesterday, today, and tomorrow</i> . Routledge. ISBN-13: 978-1138491212                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                       |
| Veal, A. J. (2017). <i>Leisure, Sport and Tourism, Politics, Policy and Planning</i> . CABI. ISBN-13: 978-1780648033                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                       |
| Konstantinos, Styliadis, Weidenfeld (2018): <i>Tourism Policy and Planning Implementation: Issues and Challenges</i> , Routledge, u štampi.                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                       |
| Hall, C. M. (2008): <i>Tourism planning: Policies, processes and relationships</i> , Pearson Education, ISBN-13: 978-0132046527                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                       |
| Ratković R. (2008): <i>Razvoj turizma u Crnoj Gori – geneza, stanje, perspektive</i> , Fakultet za turizam Bar, ISBN XXX                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                       |
| Strategije razvoja turizma Crne Gore – arhiv                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                       |
| Urbanistički i prostorni planovi Crne Gore                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                       |
| - Teaching materials are available on the course website within the e-learning system ( <a href="http://e-fit.unimediterranean.net">http://e-fit.unimediterranean.net</a> )                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                       |
| <b>METHOD OF ASSESSMENT AND GRADING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                       |

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

Student is required to obtain over 50 points for the passing grade.

|                  |        |       |       |       |       |
|------------------|--------|-------|-------|-------|-------|
| Grade            | A      | B     | C     | D     | E     |
| Number of points | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

**Special note for the course:**

|                                  |                                           |
|----------------------------------|-------------------------------------------|
| Professor who prepared the data: | Assistant Professor Biljana Vukoslavčević |
|----------------------------------|-------------------------------------------|

## INTERNATIONAL HOTEL INDUSTRY

### GENERAL INFORMATION

|                       |            |                            |                                                  |
|-----------------------|------------|----------------------------|--------------------------------------------------|
| <b>Course code:</b>   | MTSM206    | <b>Professor:</b>          | Prof. Krunoslav Čačić                            |
| <b>Course status:</b> | Compulsory | <b>Teaching Assistant:</b> | Assistant Professor Ana Stranjančević            |
| <b>Year:</b>          | V          | <b>Consultations:</b>      | By arrangement                                   |
| <b>Semester:</b>      | II         | <b>Study programme:</b>    | Academic Studies: Master's Management in Tourism |
| <b>ECTS/CSPK:</b>     | 8          |                            |                                                  |

### CONTACT HOURS

| Lectures        | Tutorials       | Practicals             |
|-----------------|-----------------|------------------------|
| 48 (3 per week) | 48 (3 per week) | 20 (1:30 min per week) |

### STUDENT WORKLOAD

|                     | Per week | Per semester | Total per semester:                                             |          |
|---------------------|----------|--------------|-----------------------------------------------------------------|----------|
| Lectures            | 3:00 h   | 48:00 h      | Teaching + final exam:                                          | 170:40 h |
| Tutorials           | 3:00 h   | 48:00 h      | Required preparation for semester registration and verification | 21:20 h  |
| Practicals          | 1:30h    | 20:00h       |                                                                 |          |
| Individual work and | 5:40 h   | 90:40 h      | Preparation and doing make-up exams                             | 48:00 h  |



|                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                       |                 |               |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|-----------------|
| consultations                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                       |                 |               |                 |
| <b>Total:</b>                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>10:40 h</b>                                                                                                                                                                                                                                                                                                                        | <b>190:40 h</b> | <b>Total:</b> | <b>240:00 h</b> |
| <b>COURSE DESCRIPTION</b>                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                       |                 |               |                 |
| <b>Pre-requisite:</b><br>None                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                       |                 |               |                 |
| <b>Course objectives:</b><br>Introducing students to the global hotel market, regulations and laws applicable in the hotel industry. Adapting the hotel business to cultural differences on the market and independent identification of benefits of doing business in new markets. Familiarizing students with the internal and external hotel environment and independent identification of the strengths and weaknesses of the company. |                                                                                                                                                                                                                                                                                                                                       |                 |               |                 |
| <b>Teaching/Learning methods:</b><br>Lectures, tutorials, work placement in a hotel, mid-term exams, homework assignments and seminar papers, study visits and the final exam.                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                       |                 |               |                 |
| <b>COURSE SYLLABUS</b>                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                       |                 |               |                 |
| Preparatory week                                                                                                                                                                                                                                                                                                                                                                                                                           | Preparation and semester registration.                                                                                                                                                                                                                                                                                                |                 |               |                 |
| Week I                                                                                                                                                                                                                                                                                                                                                                                                                                     | Introduction to International hotel management. Development of international hotel management. Globalization and internationalization in hotel industry. Introduction to the concept of international hotel business. Case study examples of international hotel companies with a history of their development. Discussion.           |                 |               |                 |
| Week II                                                                                                                                                                                                                                                                                                                                                                                                                                    | Culture as a challenge in international hotel industry. Exercise: Identification of cultural specific features of Montenegro and creation of the hotel offer in accordance with cultural specific features of the Montenegrins. (the exercise can be applied to other nations) - practical group work of students.                    |                 |               |                 |
| Week III                                                                                                                                                                                                                                                                                                                                                                                                                                   | The elements of the hotel industry, F&B sector in international hotels, marketing segmentation. Internationalization of small hotels. Connecting hotels into hotel chains. Condo hotels. Creative workshop - Internationalization of hotel business, creation of the hotel brand and chain. Presentation of the findings. Discussion. |                 |               |                 |
| Week IV                                                                                                                                                                                                                                                                                                                                                                                                                                    | International hotel environment. An analysis of external environment. Situational analysis. Analysis of the hotel ecological environment. Key impacts on the international hotel market. Workshop - Analysis of the external environment of a pre-assigned hotel or a smaller hotel chain. Discussion                                 |                 |               |                 |
| Week V                                                                                                                                                                                                                                                                                                                                                                                                                                     | International marketing in the hotel industry. International marketing research and evaluation. Global targeting. Standardization of the promotional programme. Feedback decoding. Preparation for the first mid-term exam. Revision of the study material.                                                                           |                 |               |                 |
| Week VI                                                                                                                                                                                                                                                                                                                                                                                                                                    | Global targeting. Standardization of the promotional programme. Feedback decoding. Exercise - Analysis and action based on insights into the feedback of guests and associates                                                                                                                                                        |                 |               |                 |
| Week VII                                                                                                                                                                                                                                                                                                                                                                                                                                   | Free week                                                                                                                                                                                                                                                                                                                             |                 |               |                 |
| Week VIII                                                                                                                                                                                                                                                                                                                                                                                                                                  | The strategy of the entry of a hotel into the international market. Non-investment management engagements in the hotel industry. Franchising. Practical work in an international hotel with which the Faculty has signed a cooperation agreement.                                                                                     |                 |               |                 |
| Week IX                                                                                                                                                                                                                                                                                                                                                                                                                                    | Strategic planning in the hotel industry and global hotel strategies. Mission and objectives. Internal analyses. Sustainable comparative advantages in a hyper-comparative hotel market. Practical work in an international hotel with which the Faculty has signed a cooperation agreement.                                          |                 |               |                 |

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| Week X                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Human resources in the hotel industry - diversity management. Formal and informal organization in the international hotel industry. Centralization and decentralization in hotel business. Practical work in an international hotel with which the Faculty has signed a cooperation agreement.        |
| Week XI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Entrepreneurship and small and medium-sized hotel companies on the global hotel market. Chances and opportunities. Practical work in an international hotel with which the Faculty has signed a cooperation agreement.                                                                                |
| Week XII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Presentation of the independent analysis of the operations of an international hotel company and creation of a model hotel company which would be competitive on the international market.                                                                                                            |
| Week XIII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Socially responsible hotel business on international markets. Care for the local community. Sustainable development. Cultural issues and dialogue with stakeholders. Case study examples of the relationship between the hoteliers and the local population on the international and domestic market. |
| Week XIV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Corporate sustainability. The issue of hotel business responsibility. Social reporting. Environment and the hotel industry. Creation of sustainable business values. Case study - The entry of international hotel chains into the new market and their impact. Discussion.                           |
| Week XV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Company analysis in markets. Company strategies. An analysis of the impact of the global environment on the company. Strategies of entry into the new markets. Preparation for the final exam.                                                                                                        |
| Final week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Final exam                                                                                                                                                                                                                                                                                            |
| <p style="text-align: center;"><b>STUDENT'S OBLIGATIONS</b></p> <p>Students prepare and present one research work, participate in the debate after the presentation of assignments and creative workshop, do work placement in a hotel, do mid-term exams and the final exam.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                       |
| <p style="text-align: center;"><b>LEARNING OUTCOMES</b></p> <p>After completion of the course, the student: is familiar with the principles of international hotel industry operations; identifies and analyses the effects of globalization and internationalization on hotel operations; analyses independently cultural differences and their impact, adapts the hotel offer in accordance with cultural requirements; implements the market segmentation and creates a strategy of appearance on the segmented international market; is familiar with the rules and principles of internationalization of small hotels; independently analyses the external and ecological environment of the hotel on the international market; creates the strategies of entry into the international market as part of the teamwork assignment and negotiate non-investment managerial arrangements; is familiar with and adheres to the principles of corporate social responsibility and analyses the position of the hotel on the international market as part of the teamwork assignment.</p> |                                                                                                                                                                                                                                                                                                       |
| <p style="text-align: center;"><b>INDICATIVE READING LIST</b></p> <p>Alan Clarke, Wei Chen (2007), International hospitality management- concepts and cases , Butterworth-Heinemann, USA, ISBN 978-0-7506-6675-6<br/> Timothz L.G Lockyer, The International Hotel Industry, Sustainable Management, Routledge, New York, London, USA, UK, ISBN 978-0-7890-3338-3<br/> - Teaching materials are available on the course website within the e-learning system ( <a href="http://e-fit.unimediterranean.net">http://e-fit.unimediterranean.net</a> )</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                       |
| <p style="text-align: center;"><b>METHOD OF ASSESSMENT AND GRADING</b></p> <p>Points obtained by students for successfully fulfilled obligations:</p> <ul style="list-style-type: none"> <li>- Attendance at lectures and tutorials, activity: up to 5 points</li> <li>- Practical work: 25 points</li> <li>- Mid-term exam I 10 points</li> <li>- Mid-term exam II 10 points</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                       |

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| – Final exam, up to 50 points<br>The student is required to obtain over 50 points for the passing grade.<br>Grade                      A                      B                      C                      D                      E<br>Number of points    91-100    81-90    71-80    61-70    51-60 |  |                       |  |  |
| <b>Special note for the course:</b>                                                                                                                                                                                                                                                                    |  |                       |  |  |
| Professor who prepared the data:                                                                                                                                                                                                                                                                       |  | Prof. Krunoslav Čačić |  |  |

| PRICING POLICY AND REVENUE MANAGEMENT IN TOURISM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |             |                     |                                                                 |            |
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| GENERAL INFORMATION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |             |                     |                                                                 |            |
| Course code:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | MTSM207     | Professor:          | Assistant Professor Vladan Martić                               |            |
| Course status:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Compulsory  | Teaching Assistant: |                                                                 |            |
| Year:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 1.          | Consultations:      | By arrangement                                                  |            |
| Semester:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | II (summer) | Study programme:    | Academic Studies: Master's, Management in Tourism               |            |
| ECTS/CSPK:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 7           |                     |                                                                 |            |
| CONTACT HOURS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |             |                     |                                                                 |            |
| Lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             | Tutorials           |                                                                 | Practicals |
| 48 (3 per week)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |             | 32 (2 per week)     |                                                                 | 25%        |
| STUDENT WORKLOAD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |             |                     |                                                                 |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Per week    | Per semester        | Total per semester:                                             |            |
| Lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 3:00 h      | 48:00 h             | Teaching + final exam:                                          | 149:20 h   |
| Tutorials                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 2:00 h      | 32:00 h             | Required preparation for semester registration and verification | 18:40 h    |
| Practicals                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 25%         | 25%                 |                                                                 |            |
| Individual work and consultations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 4:20 h      | 69:20 h             | Preparation and doing make-up exams                             | 42:00 h    |
| Total:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 9:20 h      | 149:20h             | Total:                                                          | 210:00 h   |
| COURSE DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |             |                     |                                                                 |            |
| Pre-requisite:<br>None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |             |                     |                                                                 |            |
| <b>Course objectives:</b><br>Familiarization of students with the basic rules and procedures when administering computer networks. The course deals with the main characteristics of computer networks regardless of their size. The acquisition of practical knowledge necessary for administering computer networks. Through examples from practice, course participants will familiarize themselves with the ways of administering computer networks and network devices settings while working on the equipment. Upon completion of the course, students will be able to independently apply the acquired knowledge about the design and configuration of computer networks. |             |                     |                                                                 |            |

**Teaching/Learning methods:**

Lectures, tutorials, practical classes at a hotel, mid-term exams, homework assignments and seminar papers, study visits and the final exam

**COURSE SYLLABUS**

|                  |                                                                                                                                                                                                                                                                                                                                 |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Preparatory week | Preparation and semester registration                                                                                                                                                                                                                                                                                           |
| Week I           | Introduction to the revenue management, specific features of the revenue management. Price and share dynamics. Relationship between revenue management, revenue control and price. Exercise - creative workshop: Dynamic pricing in the hotels in Podgorica – group work.                                                       |
| Week II          | Company revenue management and overbooking. Forms of revenue optimization and price. Pricing policy of added value of the offer according to the linear determinant programme. Exercise: Independent work of a student in class: simulation of the overbooking situation in the season and development of the pricing policy.   |
| Week III         | Market segmentation. Relationship between customer segmentation and product segmentation. Segmentation and pricing policy. Creative workshop - Market segmentation and adaptation of the offer in accordance with selected segments based on the pre-assigned example of the company. Presentation of the findings. Discussion. |
| Week IV          | Control techniques of revenue management: Instance generation. Statistical and dynamic aspects. Case study: Successful examples of application of control techniques of revenue management. Discussion.                                                                                                                         |
| Week V           | Simulation of stochastic data flow of demand. Creation of the demand dynamics model. Simulation of a unique data flow.                                                                                                                                                                                                          |
| Week VI          | Simulation of data with complex demand requirements. Preparation for the first mid-term exam – revision of study material.                                                                                                                                                                                                      |
| Week VII         | Free week                                                                                                                                                                                                                                                                                                                       |
| Week VIII        | Predicting demand requirements. Theoretical approach to forecasting. Forecasting and accuracy. Simple and weighted moving average. Work placement in a hotel with which the Faculty has signed a cooperation agreement.                                                                                                         |
| Week IX          | Pricing analytics. Tools for setting the pricing policy in the hotel industry Types of prices in the hotel industry. Factors affecting the pricing policy in the hotel industry. Price discrimination. Work placement in a hotel with which the Faculty has signed a cooperation agreement.                                     |
| Week X           | Analyses of revenue management. Operational analyses. Revenue management tools – booking curve. Work placement in a hotel with which the Faculty has signed a cooperation agreement.                                                                                                                                            |
| Week XI          | Value creation in the hotel industry. Types of values. Matrix of values and benefits of the project. Work placement in a hotel with which the Faculty has signed a cooperation agreement.                                                                                                                                       |
| Week XII         | Presentation of reports from work placement and assessments of achieved results. Presentation of the independent practical work of the student.                                                                                                                                                                                 |
| Week XIII        | Combined revenue management tools. Distribution channels management. Selection of distribution channel. The relationship between the room price and the financial interdependence between the hotel and the distributor. Workshop – Application of revenue management tools to a pre-assigned specific example.                 |
| Week XIV         | Revenue management in hotel departments. Revenue management in the F&B department, Revenue management in the fitness and wellness and spa department. Revenue management in the rooms department. Case study- Revenue management in hotel departments. Discussion.                                                              |
| Week XV          | Revenue management, ethics and relationships marketing. Ethical issues in the hotel revenue                                                                                                                                                                                                                                     |

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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | management. Preparation for the final exam. |
| Final week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Final exam                                  |
| <b>STUDENT'S OBLIGATIONS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                             |
| Students are obliged to attend classes and tutorials. Students prepare and present one research work, participate in the debate after the presentation of assignments and creative workshop, do work placement in a hotel, do mid-term exams and the final exam.                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                             |
| <b>LEARNING OUTCOMES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                             |
| Upon completion of the course, the student: is familiar with and uses the revenue management concepts, is familiar with and uses the rules for setting dynamic prices; independently creates a pricing policy; independently does market segmentation and adjusts the company's offer to the market requirements; independently assesses the resources and potentials of the company; is familiar with and uses the control techniques of revenue management; is familiar with and uses the revenue management in individual hotel departments; independently manages distribution channels in the hotel trade; is familiar with and applies the highest standards and ethical codes in revenue management. |                                             |
| <b>INDICATIVE READING LIST</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                             |
| <div>4. Michael Muler-Bungart (2007), Revenue management with flexible products, Springer, Berlin, Germany</div> <div>5. Tudor Badea and Mark Ferguson (2014), Segmentation Revenue Management and Pricing Analytics, Routledge, New York and London, USA, UK</div> <div>6. Stanislav Ivanov (2014), Hotel Revenue Management Theory and Practice- Zangador, Varna, Bulgaria</div> <div>- Teaching materials are available on the course website within the e-learning system ( <a href="http://e-fit.unimediterran.net">http://e-fit.unimediterran.net</a> )</div>                                                                                                                                         |                                             |
| <b>METHOD OF ASSESSMENT AND GRADING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                             |
| Points obtained by students for successfully fulfilled obligations:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                             |
| <div>- Attendance at lectures and tutorials, activity: up to 5 points</div> <div>- Practical work: 25 points</div> <div>- Mid-term exam I 10 points</div> <div>- Mid-term exam II 10 points</div> <div>- Final exam, up to 50 points</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                             |
| The student is required to obtain over 50 points for the passing grade.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                             |
| Grade                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | A B C D E                                   |
| Number of points                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 91-100 81-90 71-80 61-70 51-60              |
| Special note for the course:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                             |
| Professor who prepared the data:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Assistant Professor Vladan Martić           |

| <b>BUSINESS COMMUNICATION</b> |            |                            |                                                                   |
|-------------------------------|------------|----------------------------|-------------------------------------------------------------------|
| <b>GENERAL INFORMATION</b>    |            |                            |                                                                   |
| <b>Course code:</b>           | MTSM208    | <b>Professor:</b>          | Milena Lukšić – Đurović, MSc – Senior English Language Instructor |
| <b>Course status:</b>         | Compulsory | <b>Teaching Assistant:</b> |                                                                   |

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| <b>Year:</b>                                                                                                                                                                                                                                                                                                                                                                                                                           | 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Consultations:</b>   | By arrangement and according to the timetable                                     |                 |
| <b>Semester:</b>                                                                                                                                                                                                                                                                                                                                                                                                                       | II (summer)                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Study programme:</b> | Academic Master’s Studies:<br>International Management in Tourism and Hospitality |                 |
| <b>ECTS/CSPK:</b>                                                                                                                                                                                                                                                                                                                                                                                                                      | 7                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                         |                                                                                   |                 |
| <b>CONTACT HOURS</b>                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                         |                                                                                   |                 |
| Lectures                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Tutorials               |                                                                                   | Practicals      |
| 48 (3 per week)                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 32 (2 per week)         |                                                                                   | 25%             |
| <b>STUDENT WORKLOAD</b>                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                         |                                                                                   |                 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Per week</b>                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Per semester</b>     | <b>Total per semester:</b>                                                        |                 |
| Lectures                                                                                                                                                                                                                                                                                                                                                                                                                               | 3:00 h                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 48:00 h                 | Teaching + final exam:                                                            | 149:20 h        |
| Tutorials                                                                                                                                                                                                                                                                                                                                                                                                                              | 2:00 h                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 32:00 h                 | Required preparation for semester registration and verification                   | 18:40 h         |
| Practicals                                                                                                                                                                                                                                                                                                                                                                                                                             | 25%                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 25%                     |                                                                                   |                 |
| Individual work and consultations                                                                                                                                                                                                                                                                                                                                                                                                      | 4:20 h                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 69:20 h                 | Preparation and doing make-up exams                                               | 42:00 h         |
| <b>Total:</b>                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>9:20 h</b>                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>149:20 h</b>         | <b>Total:</b>                                                                     | <b>210:00 h</b> |
| <b>COURSE DESCRIPTION</b>                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                         |                                                                                   |                 |
| <b>Pre-requisite:</b><br>None                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                         |                                                                                   |                 |
| <b>Course objectives:</b><br>Upon completion of the course, students will be able to independently apply the acquired knowledge of the functional English language in tourism and hospitality. The course follows the teaching material of the tourism and hospitality course in the mother tongue in order to facilitate the acquisition of the necessary vocabulary, expressions and grammatical structures in the English language. |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                         |                                                                                   |                 |
| <b>Teaching/Learning methods:</b><br>Lectures, tutorials, preparation of seminar papers, practical work, mid-term exams and the final exam. Consultations.                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                         |                                                                                   |                 |
| <b>COURSE SYLLABUS</b>                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                         |                                                                                   |                 |
| Preparatory week                                                                                                                                                                                                                                                                                                                                                                                                                       | Preparation and semester registration                                                                                                                                                                                                                                                                                                                                                                                                                     |                         |                                                                                   |                 |
| Week I                                                                                                                                                                                                                                                                                                                                                                                                                                 | Introduction to English for Marketing as a specialized discourse used for specific purposes – why, when, how?<br>Jobs and responsibilities – how to increase your own visibility and get a job in marketing – market yourself!<br>Introduction to English for Marketing as a specialized discourse used for specific purposes - why, when, how?<br>Jobs and responsibilities - how to increase your own visibility and get a job in marketing - yourself! |                         |                                                                                   |                 |
| Week II                                                                                                                                                                                                                                                                                                                                                                                                                                | Marketing: Corporate identity, logos, branding –what these tell us about the product?<br>Terminology and skills in marketing<br>Bobette Buster: The Art of Storytelling – YouTube<br>Marketing: Corporate identity, logos, branding -what these tell us about the product?<br>Terminology and skills in marketing<br>Bobette Buster: The Arc of Storytelling - YouTube                                                                                    |                         |                                                                                   |                 |
| Week III                                                                                                                                                                                                                                                                                                                                                                                                                               | Finding the customer 1: Market research terminology, Customer profiles, asking polite questions, giving and asking for opinions, agreeing and disagreeing,<br>Workshop 1<br>Finding the customer 1: Market research terminology, Customer profiles, asking polite questions, giving                                                                                                                                                                       |                         |                                                                                   |                 |

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|           | and asking for opinions, agreeing and disagreeing,<br>Workshop 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Week IV   | Finding the customer 2: Data collection and reports writing, Telephone survey and politeness techniques.<br>Workshop 2<br>Finding the customer 2: Data collection and reporting writing, Telephone survey and politeness techniques.<br>Workshop 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Week V    | Planning marketing strategy 1: The marketing plan – writing a positioning strategy<br>The 4 Ps of marketing – terminology, phraseology and skills<br>Storytelling in commercial creativity, Different types of story – The seven story archetypes<br>Why do archetypes underpin all our stories?<br>TV series: Mad Men – what can we learn about creativity?<br>Workshop 3<br>Planning marketing strategy 1: The marketing plan - writing a positioning strategy<br>The 4 Ps of marketing - terminology, phraseology and skills<br>Storytelling in commercial creativity, Different types of story - The seven story archetypes<br>Why do archetypes underpin all our stories?<br>TV series: Mad Men - what can we learn about creativity?<br>Workshop 3 |
| Week VI   | Planning marketing strategy 2: Pricing and positioning strategies, giving a presentation of your product – how to be persuasive in 3 minutes<br>Project development: meet your clients, research<br>Why is story important to brands? Brands archetypes.<br>TV series: Mad Men – the importance of the questions of how(s)?<br>Workshop 4<br>Planning marketing strategy 2: Pricing and positioning strategies, giving a presentation of your product - how to be persuasive in 3 minutes<br>Project development: meet your clients, research<br>Why is the story important to the brands? Brands archetypes.<br>TV series: Mad Men - the importance of the questions of how (s)?<br>Workshop 4                                                          |
| Week VII  | Free week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Week VIII | Creating ads 1: The AiDA model for advertising: discussing an ad campaign – case studies related to Montenegro – observing the campaigns launched for different purposes, products and services<br>Tools to develop your story, shaping your story: simplicity, truth, entertainment<br>Workshop 5<br>Creating ads 1: The AiDA model for advertising: discussing an ad campaign - case studies related to Montenegro - observing campaigns launched for different purposes, products and services<br>Tools to develop your story, shaping your story: simplicity, truth, entertainment<br>Workshop 5                                                                                                                                                     |
| Week IX   | Creating ads 2: Working with an ad agency,<br>Advertising channels<br>Rate sheets: Giving feedback<br>Know your audience – simplify your message: make your audience the hero to drive the change (identify and reach your audience)<br>Give feedback to another learner's story<br>TV series: The Office – how do they do it?<br>Workshop 6a<br>Creating ads 2: Working with an ad agency,<br>Advertising channels<br>Rate sheets: Giving feedback                                                                                                                                                                                                                                                                                                      |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|           | <p>Know your audience - simplify your message: Make your audience a hero to drive the change (identify and reach your audience)</p> <p>Give feedback to another learner's story</p> <p>TV series: The Office - how do they do it?</p> <p>Workshop 6a</p>                                                                                                                                                                                                                                                                                                                                           |
| Week X    | <p>Creating ads 3: Analyses of short ads and flyers</p> <p>Writing the promotional copy for different purposes</p> <p>Figurative language in promoting a tourist destination – the purpose and how to differentiate it in the context</p> <p>Workshop 6b</p> <p>Creating ads 3: Analyses of short ads and flyers</p> <p>Writing the promotional copy for different purposes</p> <p>Figurative language and promotion of a tourist destination - the purpose and how to distinguish it in context</p> <p>Workshop 6b</p>                                                                            |
| Week XI   | <p>Creating a story behind the brand 1</p> <p>Map the journey</p> <p>Content vs. context</p> <p>Figurative language in promoting a tourist destination – selling the dreamland</p> <p>Engagement case studies</p> <p>TV series: The Office – how do they do it?</p> <p>Workshop 7</p> <p>Creating a story behind the brand 1</p> <p>Map of the journey</p> <p>Content vs. context</p> <p>Figurative language in promoting a tourist destination - selling the dreamland</p> <p>Engagement case studies</p> <p>TV series: The Office - how do they do it?</p> <p>Workshop 7</p>                     |
| Week XII  | <p>Creating a story behind the brand 2</p> <p>Metaphors in discourse – how to employ the metaphoric language and turn it into a persuasive tool (political discourse, climate change discourse, tourism discourse case studies –it’s all about marketing)</p> <p>Film and music</p> <p>Workshop 8</p> <p>Creating a story behind the brand 2</p> <p>Metaphors and discourse - how to apply the metaphorical language and turn it into a persuasive tool (political discourse, climate discourse, tourism discourse case studies - all about marketing)</p> <p>Film and music</p> <p>Workshop 8</p> |
| Week XIII | <p>Marketing tools 1</p> <p>Digital techniques can amplify your story&gt; how can technology benefit to storytelling?</p> <p>Filming the glimpses of Tourism of Montenegro – go viral!</p> <p>Workshop 9</p> <p>Marketing tools 1</p> <p>Digital techniques can amplify your story&gt; How can technology benefit storytelling?</p> <p>Filming the glimpses of Tourism of Montenegro - go viral!</p> <p>Workshop 9</p>                                                                                                                                                                             |
| Week XIV  | <p>Figurative language in promoting a tourist destination (1)</p> <p>Metaphors We Travel By</p> <p>What / why / where?</p> <p>Developing specialised language skills</p> <p>Figurative language in promoting a tourist destination (1)</p> <p>Metaphors We Travel By</p>                                                                                                                                                                                                                                                                                                                           |



|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            | What / why / where?<br>Developing specialized language skills                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Week XV    | Figurative language in promoting a tourist destination (2)<br>Metaphors, Similes, Personifications and Hyperboles – necessary evil?<br>Why figurative matters to brand marketing<br>Where they are in online texts and how they are employed<br>You do it for yourself – hands-on activities – write your own promotional text for tourism<br>Workshop 10<br>Figurative language in promoting a tourist destination (2)<br>Metaphors, Similes, Personifications and Hyperboles - a necessary evil?<br>Why figurative matters to brand marketing<br>Where they are in online texts and how they are employed<br>You do it for yourself - hands-on activities - write your own promotional text for tourism<br>Workshop 10 |
| Final week | Final exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

#### STUDENT'S OBLIGATIONS

Students are obliged to attend classes and tutorials. Students prepare seminar papers, do mid-term exams and the final exam. Students are obliged to attend classes regularly because the workshops are interconnected. Attendance is scored with the maximum 5 points.

Workshops are scored as follows: 2.5 points x 10 workshops = 25 points.

The student has to keep an activity notebook where he/she will write down the functional English language: e.g. Each unit is entitled "How to Do Something". At the end of the semester they are handed over to the professor for checking and this is scored from 0 to 10 points.

#### LEARNING OUTCOMES

Upon completion of the Business Communication in Tourism course in the winter semester, the student will:

- learn how to increase his/her visibility and promote his/her skills in the best possible manner in the 21st century through practical work in the English language,
- learn and master the marketing vocabulary, terminology and phraseology in English,
- gain self-confidence in the use of marketing tools for tourism purposes in English.
- acquire the skill of using the marketing tools,
- learn, through practical work in English, how to create a compelling story so that the brand for which you are creating the promotional campaign is distinguished from others through the practical work - in English,
- learn, through practical work in English, which marketing channels to use for a particular product
- learn, through practical work in English, how to prepare for trade fairs and present yourself in the best light,
- learn what are the most common metaphors, personifications, hyperboles in a promotional tourist text, why they are required in the tourist text, and how to write the promotional tourist text using similar language strategies.

#### REFERENCES

1. Gore Sylee. (2011). *English for Marketing and Advertising*. Express series: Oxford Business English. Oxford: Oxford University Press. ISBN: 978-0-19-457918-6.
2. Mackenzie Ian (2013). *Management and Marketing with mini-dictionary of 1,000 common terms*. Boston: Thomson. ISBN: 978-1899396801.
3. Bobette Buster. (2013). *Do Story: How to Tell Your Story So the World Listens*. London: The Do Books Publishing Company. ISBN: 978-1907974052.
4. M. Lukšić – Đurović. *Engleski jezik marketinga – kako kreirati priču koja prati promociju brenda: analiza promotivnih turističkih tekstova, obavezni djelovi i strategije na raspolaganju*. Forthcoming in 2019.  
Teaching materials are available on the course webpage within the e-learning system (<http://e-mts.unimediterranean.net/login/index.php>)

#### METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

|                  |        |       |       |       |       |
|------------------|--------|-------|-------|-------|-------|
| Grade            | A      | B     | C     | D     | E     |
| Number of points | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

**Special note for the course:**

Activities of students during the course are most valued, through regular attendance, participation in workshops and development of the activity notebook of terms and functional language.

- Workshops (10 points in total).
- Study visit to an advertising agency
- Study visit to the creative team in the National Tourist Organization

Professor who prepared the data:

Milena Lukšić – Đurović, MSc

## YEAR II

| SUSTAINABLE BUSINESS IN TOURISM AND HOSPITALITY |              |                            |                                        |
|-------------------------------------------------|--------------|----------------------------|----------------------------------------|
| GENERAL INFORMATION                             |              |                            |                                        |
| <b>Course code:</b>                             | MTSM309      | <b>Professor:</b>          | Assistant Professor Iva Bulatović      |
| <b>Course status:</b>                           | Compulsory   | <b>Teaching Assistant:</b> |                                        |
| <b>Year:</b>                                    | 2.           | <b>Consultations:</b>      | According to the established timetable |
| <b>Semester:</b>                                | III (winter) | <b>Study</b>               | Academic Studies: Master's             |

|                                                                                                                                                                           |                                                                                   |              |                                                                 |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|
| ECTS/CSPK:                                                                                                                                                                | 8                                                                                 | programme:   | Management in Tourism and Hospitality                           |          |
| CONTACT HOURS                                                                                                                                                             |                                                                                   |              |                                                                 |          |
| Lectures                                                                                                                                                                  | Tutorials                                                                         |              | Practicals                                                      |          |
| 48 (3per week)                                                                                                                                                            | 48 (3per week)                                                                    |              | 25%                                                             |          |
| STUDENT WORKLOAD                                                                                                                                                          |                                                                                   |              |                                                                 |          |
|                                                                                                                                                                           | Per week                                                                          | Per semester | Total per semester:                                             |          |
| Lectures                                                                                                                                                                  | 3                                                                                 | 48           | Teaching + final exam:                                          | 170:40   |
| Tutorials                                                                                                                                                                 | 3                                                                                 | 48           | Required preparation for semester registration and verification | 21:20    |
| Practicals                                                                                                                                                                | 0                                                                                 | 0            |                                                                 |          |
| Individual work and consultations                                                                                                                                         | 4:40                                                                              | 74:40        | Preparation and doing make-up exams                             | 48:00    |
| Total:                                                                                                                                                                    | 10:40                                                                             | 170:40       | Total:                                                          | 240:00 h |
| COURSE DESCRIPTION                                                                                                                                                        |                                                                                   |              |                                                                 |          |
| Pre-requisite:<br>None                                                                                                                                                    |                                                                                   |              |                                                                 |          |
| Course Objectives:<br>The objective of the course is to introduce students with the concept of sustainable tourism and sustainable operations in tourism and hospitality. |                                                                                   |              |                                                                 |          |
| Teaching/Learning methods:<br>Lectures, tutorials, seminar papers, mid-term exams and the final exam. Consultations.                                                      |                                                                                   |              |                                                                 |          |
| COURSE SYLLABUS                                                                                                                                                           |                                                                                   |              |                                                                 |          |
| Preparatory week                                                                                                                                                          | Preparation and semester registration                                             |              |                                                                 |          |
| Week I                                                                                                                                                                    | Introduction to the course                                                        |              |                                                                 |          |
| Week II                                                                                                                                                                   | Fundamentals of sustainable development                                           |              |                                                                 |          |
| Week III                                                                                                                                                                  | Sustainable tourism                                                               |              |                                                                 |          |
| Week IV                                                                                                                                                                   | Fundamentals of ecology                                                           |              |                                                                 |          |
| Week V                                                                                                                                                                    | Environment as a tourist attraction<br>Biodiversity and tourism                   |              |                                                                 |          |
| Week VI                                                                                                                                                                   | Degradation of the environment and tourism                                        |              |                                                                 |          |
| Week VII                                                                                                                                                                  | FREE WEEK                                                                         |              |                                                                 |          |
| Week VIII                                                                                                                                                                 | Chronology of the relationship between tourism and environment                    |              |                                                                 |          |
| Week IX                                                                                                                                                                   | Attitude of planning and organization of tourism towards environmental protection |              |                                                                 |          |
| Week X                                                                                                                                                                    | Load capacity and environmental impact assessment                                 |              |                                                                 |          |
| Week XI                                                                                                                                                                   | Green consumption and tourism                                                     |              |                                                                 |          |
| Week XII                                                                                                                                                                  | Behaviour of tourists and destination sustainability                              |              |                                                                 |          |
| Week XIII                                                                                                                                                                 | Eco-standards in tourism and hospitality                                          |              |                                                                 |          |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| Week XIV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Practice of "green" tourist destinations   |
| Week XV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Practice the "green" hotel                 |
| Final week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Final test                                 |
| <b>STUDENT'S OBLIGATIONS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                            |
| Students are obliged to attend classes and tutorials. Students do case studies, mid-term exams and the final exam.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                            |
| <b>LEARNING OUTCOMES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                            |
| <p>Upon successful completion of the course students will:</p> <ul style="list-style-type: none"> <li>– grasp the concept of sustainable development and tourism</li> <li>– understand the relationship between the environment and tourism</li> <li>– use modern models and techniques for assessing the impact of tourism on the environment</li> <li>– critically analyse and interpret sustainability indicators at the enterprise level and smaller tourist destinations</li> <li>– independently implement the environmental principles of business in tourist and hotel companies</li> </ul> <p>The lectures will be tailored to the course participants so that they could understand the subject matter more easily and find practical application of the thus acquired knowledge.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                            |
| <b>INDICATIVE READING LIST</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                            |
| <p>14. Stojanović, V., (2006): Održivi razvoj turizma i životne sredine, Departman za geografiju, turizam i hotelijerstvo, Prirodno-matematički fakultet, Novi Sad</p> <p>15. Herceg, N. (2013). Okoliš i održivi razvoj. <i>SYNOPSIS doo, Zagreb</i>, ISBN: 978-953-7035-81-5</p> <p>16. Blažević B., Krstinić M. (2017): <i>Gospodarenje energijom u turizmu</i>, Sveučilište u Rijeci, Rijeka, ISBN: 978-953-7842-37-6</p> <p>17. Girling, R., Gordy, H., &amp; Lanier, P. (2015). <i>The Good Company: Sustainability in Hospitality, Tourism, and Wine</i>. Business Expert Press. ISBN: 9781631571701</p> <p>18. Kurisu, K. (2015). <i>Pro-environmental behaviours</i>. Tokyo: Springer Japan, ISBN 978-4-431-55834-7</p> <p>19. Cerina, F., Markandya, A., &amp; McAleer, M. (2010). <i>Economics of sustainable tourism</i>. Routledge, ISBN: ISBN9781136904967</p> <p>20. Chen, J., Sloan, P., &amp; Legrand, W. (2010). <i>Sustainability in the hospitality industry</i>. Routledge, ISBN-13: 978-0750679688</p> <p>21. Jovičić, D., (2000): Turizam i životna sredina, Konceptcija održivog razvoja, Zadužbina Andrejević, Beograd, ISBN: 86-7244-138-9</p> <p>22. Holden, A., (2000): Environment and Tourism, Routledge Introduction to Environment Series, Routledge, Taylor &amp; Francis Group, London and New York, ISBN 10: 0415207185</p> <p>- Teaching materials are available on the course website within the e-learning system ( <a href="http://e-fit.unimediterranean.net">http://e-fit.unimediterranean.net</a>)</p> |                                            |
| <b>METHOD OF ASSESSMENT AND GRADING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                            |
| <p>Points obtained by students for successfully fulfilled obligations:</p> <ul style="list-style-type: none"> <li>– Attendance at lectures and tutorials, activity: up to 5 points</li> <li>– Practical work: 25 points</li> <li>– Mid-term exam I 10 points</li> <li>– Mid-term exam II 10 points</li> <li>– Final exam, up to 50 points</li> </ul> <p>The student is required to obtain over 50 points for the passing grade.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                            |
| Grade                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | A      B      C      D      E              |
| Number of points                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 91-100    81-90    71-80    61-70    51-60 |
| Special note for the course:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                            |

|                                  |                                   |
|----------------------------------|-----------------------------------|
| Professor who prepared the data: | Assistant Professor Iva Bulatović |
|----------------------------------|-----------------------------------|

| INNOVATION MANAGEMENT IN TOURISM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       |                     |                                                                                |            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------------|--------------------------------------------------------------------------------|------------|
| GENERAL INFORMATION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                       |                     |                                                                                |            |
| Course code:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | MTSM3010                              | Professor:          | Prof. Silvana Đurašević                                                        |            |
| Course status:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Compulsory                            | Teaching Assistant: | Andrea Kavarić, MSc                                                            |            |
| Year:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 2.                                    | Consultations:      | By arrangement                                                                 |            |
| Semester:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | III (winter)                          | Study programme:    | Academic Studies: Master's International Management in Tourism and Hospitality |            |
| ECTS/CSPK:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 8                                     |                     |                                                                                |            |
| CONTACT HOURS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                       |                     |                                                                                |            |
| Lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                       | Tutorials           |                                                                                | Practicals |
| 48 (3 per week )                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       | 48 (3 per week)     |                                                                                | 25%        |
| STUDENT WORKLOAD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       |                     |                                                                                |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Per week                              | Per semester        | Total per semester:                                                            |            |
| Lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 3:00 h                                | 48:00 h             | Teaching + final exam:                                                         | 170:40 h   |
| Tutorials                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 3:00 h                                | 48:00 h             | Required preparation for semester registration and verification                | 21:20 h    |
| Practicals                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 25%                                   | 25%                 |                                                                                |            |
| Individual work and consultations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 4:40 h                                | 122:40 h            | Preparation and doing make-up exams                                            | 48:00 h    |
| Total:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 10:40 h                               | 170:40 h            | Total:                                                                         | 240:00 h   |
| COURSE DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                       |                     |                                                                                |            |
| <b>Pre-requisite:</b><br>None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                       |                     |                                                                                |            |
| <b>Course objectives:</b><br>The objective of this course is that the student understands how innovation management can improve the company's prospects of success. By studying this subject matter, the aim for the student is to develop the information basis for innovation management and grasp the basic concepts, practical tools and techniques necessary for innovation design, development and management. The course integrates the concepts of human resources, finance, marketing, business and information technologies and is intended for a wide range of industries, service sector and non-profit organizations. |                                       |                     |                                                                                |            |
| <b>Teaching/Learning methods:</b><br>Lectures, tutorials, preparation of seminar papers, practical work, mid-term exams and final exam. Consultations.                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                       |                     |                                                                                |            |
| COURSE SYLLABUS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                       |                     |                                                                                |            |
| Preparatory week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Preparation and semester registration |                     |                                                                                |            |

|            |                                                                |
|------------|----------------------------------------------------------------|
| Week I     | Innovation management                                          |
| Week II    | Project management                                             |
| Week III   | Workshop 1,                                                    |
| Week IV    | Innovation management                                          |
| Week V     | Workshop 2,                                                    |
| Week VI    | Innovation management project                                  |
| Week VII   | Free week                                                      |
| Week VIII  | Creation of services in the catering and tourism business      |
| Week IX    | Innovations in Tourism – Challenge for stakeholders in tourism |
| Week X     | Innovative entrepreneur Steve Jobs                             |
| Week XI    | Silicon Valley                                                 |
| Week XII   | Apple & Apple                                                  |
| Week XIII  | Innovations and entrepreneurship in tourism                    |
| Week XIV   | Workshop 3.                                                    |
| Week XV    | "In-house" lecture                                             |
| Final week | Final test                                                     |

#### STUDENT'S OBLIGATIONS

Students are obliged to attend classes. Students do the final exam.

#### INDICATIVE READING LIST

9. Bartoluci M., Upravljanje razvojem turizma i poduzetništva, Školska knjiga, Zagreb, 2013
10. Aldabert B., Dang R. J., Longhi C. (2011). *Innovation in the tourism industry: The case of Tourism@ Tourism management*, 32(5), 1204-1213.
11. Bartoluci M. (2013). *Upravljanje razvojem turizma i poduzetništva*, Zagreb: Školska knjiga. ISBN 978-953-0-30418-5
12. Birkinshaw, J, Hamel, G., Mol, J.M. (2008). *Management Innovation. Academy of Management Review*, 33 (4), 825-845. <http://faculty.london.edu/jbirkinshaw/assets/documents/5034421969.pdf>
13. Keller P. (20). Conclusions of the Conference on Innovation and Growth in Tourism. In: Conference on Innovation and Growth in Tourism, 2004.,
14. <http://www.oecd.org/cfe/tourism/34267885.pdf>
15. Kotlica, S., Rankov, S. (2013). *Doba preduzetništva*. Beograd: Univerzitet Megatrend. ISBN 978-86-7747-498-0
16. Schilling, M. (2017). *Managing Innovation: Text and Articles Bus Mat 4240*. <https://create.mheducation.com/shop/#/catalog/details/?> ISBN 9781308960326

Teaching materials are available on the course website within the e-learning system ( <http://e-fit.unimediterranean.net> )

#### METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points

- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

|                  |        |       |       |       |       |
|------------------|--------|-------|-------|-------|-------|
| Grade            | A      | B     | C     | D     | E     |
| Number of points | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

Special note for the course: -

Professor who prepared the data: Prof. Silvana Đurašević

| CONSUMER BEHAVIOUR                                                                                                                                                                                                                                        |              |                     |                                                                                                                                           |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------|------------|
| GENERAL INFORMATION                                                                                                                                                                                                                                       |              |                     |                                                                                                                                           |            |
| Course code:                                                                                                                                                                                                                                              | MTSM3011     | Professor:          | Prof. Darko Lacmanović                                                                                                                    |            |
| Course status:                                                                                                                                                                                                                                            | Compulsory   | Teaching Assistant: | Olivera Živković, PhD                                                                                                                     |            |
| Year:                                                                                                                                                                                                                                                     | 2.           | Consultations:      | According to the established timetable                                                                                                    |            |
| Semester:                                                                                                                                                                                                                                                 | III (winter) | Study programme:    | Academic Master's Studies: International Management in Tourism and Hospitality; Module 2: Marketing Management in Tourism and Hospitality |            |
| ECTS/CSPK:                                                                                                                                                                                                                                                | 7            |                     |                                                                                                                                           |            |
| CONTACT HOURS                                                                                                                                                                                                                                             |              |                     |                                                                                                                                           |            |
| Lectures                                                                                                                                                                                                                                                  |              | Tutorials           |                                                                                                                                           | Practicals |
| 48 (3 per week)                                                                                                                                                                                                                                           |              | 32 (2 per week)     |                                                                                                                                           | 25%        |
| STUDENT WORKLOAD                                                                                                                                                                                                                                          |              |                     |                                                                                                                                           |            |
|                                                                                                                                                                                                                                                           | Per week     | Per semester        | Total per semester:                                                                                                                       |            |
| Lectures                                                                                                                                                                                                                                                  | 3:00 h       | 48:00 h             | Teaching + final exam:                                                                                                                    | 149:20 h   |
| Tutorials                                                                                                                                                                                                                                                 | 2:00 h       | 32:00 h             | Required preparation for semester registration and verification                                                                           | 18:40 h    |
| Practicals                                                                                                                                                                                                                                                | 25%          | 25%                 |                                                                                                                                           |            |
| Individual work and consultations                                                                                                                                                                                                                         | 4:20 h       | 69:20 h             | Preparation and doing make-up exams                                                                                                       | 42:00 h    |
| Total:                                                                                                                                                                                                                                                    | 9:20 h       | 149:20 h            | Total:                                                                                                                                    | 210:00 h   |
| COURSE DESCRIPTION                                                                                                                                                                                                                                        |              |                     |                                                                                                                                           |            |
| Pre-requisite:<br>None                                                                                                                                                                                                                                    |              |                     |                                                                                                                                           |            |
| Course objectives:<br>Training students to understand the concept, significance and role of consumer behaviour and successfully apply of marketing activities in the practice of tourism companies' operations in the national and international economy. |              |                     |                                                                                                                                           |            |
| Teaching/Learning methods:<br>Lectures, tutorials, preparation of seminar papers, practical work, mid-term exams and the final exam. Consultations.                                                                                                       |              |                     |                                                                                                                                           |            |
| COURSE SYLLABUS                                                                                                                                                                                                                                           |              |                     |                                                                                                                                           |            |

|                  |                                                                                                                                                                                                                           |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Preparatory week | Preparation and semester registration                                                                                                                                                                                     |
| Week I           | Consumer in marketing research. Consumer behaviour in marketing research.<br>Practical work: Preparation of marketing research of consumer attitudes and formation of research teams.                                     |
| Week II          | Basic concepts of consumer behaviour. Reasons for studying consumer behaviour. Creative workshop - debate.                                                                                                                |
| Week III         | Development of consumer behaviour as a scientific discipline. Interdisciplinary quality of consumer behaviour. Creative workshop-debate.<br>Practical work: Creation of a questionnaire and research implementation plan. |
| Week IV          | Consumer motivation process. Consumer needs. Consumer motives. Consumer behaviour. Creative workshop-debate.                                                                                                              |
| Week V           | Impact on consumer behaviour. Classification of factors affecting consumer behaviour. Geographical determinants of consumer behaviour. Economic impacts on consumer behaviour. Creative workshop-debate.                  |
| Week VI          | Sociological determinants of consumer behaviour. Culture. Creative workshop-debate.                                                                                                                                       |
| Week VII         | Free week                                                                                                                                                                                                                 |
| Week VIII        | Social class. Social role and status. Relevant and reference groups. Leaders of thought; Creative workshop-debate.<br>Practical work: Research implementation.                                                            |
| Week IX          | Family. Lifestyle.<br>Practical work: Research implementation                                                                                                                                                             |
| Week X           | Psychological (internal) factors of consumer behaviour. The process of informing consumers. Practical work: Research implementation                                                                                       |
| Week XI          | Learning process. Personality.<br>Practical work: Research implementation.                                                                                                                                                |
| Week XII         | Consumer attitudes. Motivational research.<br>Practical work: Research implementation.                                                                                                                                    |
| Week XIII        | The decision-making process of consumers. Stages of the decision-making process. Creative workshop-debate                                                                                                                 |
| Week XIV         | Types of decision making process. Roles in the decision-making process. Creative workshop-debate                                                                                                                          |
| Week XV          | The process of accepting (diffusion) of a new product.<br>Practical work: Presentation of seminar papers with results of marketing research into consumer attitudes.                                                      |
| Final week       | Final exam                                                                                                                                                                                                                |

#### STUDENT'S OBLIGATIONS

Students are obliged to attend classes and tutorials. Students prepare and present one seminar paper, participate in the debate after the presentation of the seminar paper (creative workshop), perform practical work, take mid-term exams and the final exam.

Practical work: 25% of tutorials will be organized as practical work through research of the given issue in tourism, preparation and public presentation of the seminar paper with the results of primary research in the field of research.

#### LEARNING OUTCOMES

Upon completion the **Consumer Behaviour** course, the student will be able to:

- grasp the concept, significance and role of consumer behaviour in the marketing context;
- recognizes the basic aspects of consumer behaviour in the national and international economy;
- apply marketing strategies regarding consumer behaviour in the business operations of companies in tourism and catering;
- distinguish marketing instruments in creating impact on consumer behaviour;
- apply customer relationship management in the business practice of tourism and catering;
- plan, organize and implement the consumer research programmes in tourism.



### INDICATIVE READING LIST

Maričić, B. (2011). *Ponašanje potrošača* (9.izdanje). Beograd: Centar za izdavačku delatnost, Ekonomski fakultet, Univerziteta u Beogradu. ISBN 978-86-403-1084-0

Jauhari, V. (2017). *Hospitality Marketing and Consumer Behavior, Creating Memorable Experiences*. London: Routledge. ISBN 9781771883788

Schiffman, L.G., Wisenblit, J.L. (2018). *Consumer behavior Global edition* (12<sup>th</sup> ed.). London: Pearson. ISBN 9781292269245

Batat, W. (2018). *Experiental Marketing, Consumer Behavior, Customer Experience and The 7Es*. London: Routledge. ISBN 9781138293151

Kimmel, A.J. (2018). *Psychological Foundations of Marketing, The Keys to Consumer Behavior* (2<sup>nd</sup> ed.). London: Routledge. ISBN 9781138219144

Solomon, M.R. (2017). *Consumer behavior: Buying, Having, and Being, Global edition* (12<sup>th</sup> ed.). London: Pearson. ISBN 9781292153100

Mothersbaugh, D., Hawkins, D. (2016). *Consumer behavior: Building Marketing Strategy* (13<sup>th</sup> ed.). USA: McGraw Hill Education. ISBN 9781259232541

Scheinbaum, A.C. (2012). *Online Consumer Behavior, Theory and Research in Social Media, Advertising and E-tail*. London: Routledge. ISBN 9781848729698

Solomon, M., Bamossy, G., Askegaard, S. i Hogg, M.K. (2015). *Ponašanje potrošača, europska slika* (4. izdanje (prevod)). Zagreb: Mate. ISBN 0136015964

Babin, B.J., Harris, E.G. (2012). *Ponašanje potrošača-CB* (prevod). Beograd: Datastatus. ISBN 978-86-7478-135-7

Živković, R. (2009). *Ponašanje i zaštita potrošača u turizmu* (2. izdanje). Beograd: Univerzitet Singidunum. ISBN 978-86-7912-200-1

Teaching materials are available on the course website within the e-learning system ( <http://e-fit.unimediterranean.net> )

### METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

|                  |        |       |       |       |       |
|------------------|--------|-------|-------|-------|-------|
| Grade            | A      | B     | C     | D     | E     |
| Number of points | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

#### Special note for the course:

|                                |                        |
|--------------------------------|------------------------|
| Teacher who prepared the data: | Prof. Darko Lacmanović |
|--------------------------------|------------------------|

## SERVICE DESIGN IN TOURISM AND HOSPITALITY

### GENERAL INFORMATION

|                       |            |                            |                                        |
|-----------------------|------------|----------------------------|----------------------------------------|
| <b>Course code:</b>   | MTSM3012   | <b>Professor:</b>          | Assistant Professor Marija Džoganović  |
| <b>Course status:</b> | Compulsory | <b>Teaching Assistant:</b> | Balša Gogović                          |
| <b>Year:</b>          | 2.         | <b>Consultations:</b>      | According to the established timetable |

|                                                                                                                                                     |                                                            |                  |                                                                  |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|------------------|------------------------------------------------------------------|----------|
| Semester:                                                                                                                                           | III                                                        | Study programme: | Academic Studies: Master’s Management in Tourism and Hospitality |          |
| ECTS/CSPK:                                                                                                                                          | 7                                                          |                  |                                                                  |          |
| CONTACT HOURS                                                                                                                                       |                                                            |                  |                                                                  |          |
| Lectures                                                                                                                                            | Tutorials                                                  |                  | Practicals                                                       |          |
| 48 (3 per week)                                                                                                                                     | (2 per week)                                               |                  | 50%                                                              |          |
| STUDENT WORKLOAD                                                                                                                                    |                                                            |                  |                                                                  |          |
|                                                                                                                                                     | Per week                                                   | Per semester     | Total per semester:                                              |          |
| Lectures                                                                                                                                            | 3                                                          | 48               | Teaching + final exam:                                           | 149:20   |
| Tutorials                                                                                                                                           | 2                                                          | 32               | Required preparation for semester registration and verification  | 18:40    |
| Practicals                                                                                                                                          | 0                                                          | 0                |                                                                  |          |
| Individual work and consultations                                                                                                                   | 4:20                                                       | 69:20            | Preparation and doing make-up exams                              | 42:00    |
| Total:                                                                                                                                              | 9:20                                                       | 149:20           | Total:                                                           | 210:00 h |
| COURSE DESCRIPTION                                                                                                                                  |                                                            |                  |                                                                  |          |
| Pre-requisite:<br>None                                                                                                                              |                                                            |                  |                                                                  |          |
| Course objectives:<br>The objective of the course is to familiarize the student with the concepts and rules of designing tourism services.          |                                                            |                  |                                                                  |          |
| Teaching/Learning methods:<br>Lectures, tutorials, preparation of seminar papers, practical work, mid-term exams and the final exam. Consultations. |                                                            |                  |                                                                  |          |
| COURSE SYLLABUS                                                                                                                                     |                                                            |                  |                                                                  |          |
| Preparatory week                                                                                                                                    | Preparation and semester registration                      |                  |                                                                  |          |
| Week I                                                                                                                                              | Introduction to the course                                 |                  |                                                                  |          |
| Week II                                                                                                                                             | Service design - basic determinants, definitions, concepts |                  |                                                                  |          |
| Week III                                                                                                                                            | Critical points in service design                          |                  |                                                                  |          |
| Week IV                                                                                                                                             | The role of consumers in service design                    |                  |                                                                  |          |
| Week V                                                                                                                                              | New business models and service design                     |                  |                                                                  |          |
| Week VI                                                                                                                                             | Tools for service design                                   |                  |                                                                  |          |
| Week VII                                                                                                                                            | FREE WEEK                                                  |                  |                                                                  |          |
| Week VIII                                                                                                                                           | Planning the service design in tourism                     |                  |                                                                  |          |
| Week IX                                                                                                                                             | Mapping experiences in tourism                             |                  |                                                                  |          |
| Week X                                                                                                                                              | Graphic design in tourism                                  |                  |                                                                  |          |
| Week XI                                                                                                                                             | Photography in tourism                                     |                  |                                                                  |          |
| Week XII                                                                                                                                            | Narration in tourism                                       |                  |                                                                  |          |
| Week XIII                                                                                                                                           | Service design in tourism 1 – practical part               |                  |                                                                  |          |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| Week XIV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Service design in tourism 2 – practical part |
| Week XV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Presentation of works                        |
| Final week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Final exam                                   |
| <b>STUDENT'S OBLIGATIONS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                              |
| Students are obliged to attend classes and tutorials. Students do case studies, mid-term exam and the final exam.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                              |
| <b>LEARNING OUTCOMES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                              |
| <p>Upon successful completion of the course students will:</p> <ul style="list-style-type: none"> <li>- grasp the concepts of service design</li> <li>- use modern tools in service design</li> <li>- acquire basic photography skills for the needs of a tourist business</li> <li>- acquire the basic skills of narration and writing for the purpose of tourism business</li> <li>- independently design services in tourism</li> </ul> <p>The lectures will be tailored to the course participants so that they could understand better the subject matter and find practical application of the thus acquired knowledge.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                              |
| <b>INDICATIVE READING LIST</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                              |
| <p>Reason, B., Løvlie, L., &amp; Flu, M. B. (2015). <i>Service design for business: A practical guide to optimizing the customer experience</i>. John Wiley &amp; Sons. ISBN: 9781118988923</p> <p>Stickdorn, M., Hormess, M. E., Lawrence, A., &amp; Schneider, J. (2018). <i>This Is Service Design Doing: Applying Service Design Thinking in the Real World</i>. " O'Reilly Media, Inc.". ISBN-13: 978-1491927182</p> <p>Pirolli, B. (2018). <i>Travel Journalism: Informing Tourists in the Digital Age</i>. Routledge, ISBN-13: 978-1138086975</p> <p>Forman, J. (2013). <i>Storytelling in business: The authentic and fluent organization</i>. Stanford University Press, ISBN-13: 978-0804768719</p> <p>Kalbach, J. (2016). <i>Mapping experiences: A complete guide to creating value through journeys, blueprints, and diagrams</i>. " O'Reilly Media, Inc.". ISBN-13: 978-1491923535</p> <p>Picard, D., &amp; Robinson, M. (Eds.). (2016). <i>The framed world: Tourism, tourists and photography</i>. Routledge, ISBN-13: 978-0754673682</p> <p>Tannen D. (1995): "The power of talk: Who gets heard and why." <i>Harvard Business Review</i> 73.5, pp.138-148.</p> <p>Teaching materials are available on the course website within the e-learning system ( <a href="http://e-fit.unimediterranean.net">http://e-fit.unimediterranean.net</a>)</p> |                                              |
| <b>METHOD OF ASSESSMENT AND GRADING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                              |
| Points obtained by students for successfully fulfilled obligations:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                              |
| <ul style="list-style-type: none"> <li>– Attendance at lectures and tutorials, activity: up to 5 points</li> <li>– Practical work: 25 points</li> <li>– Mid-term exam I 10 points</li> <li>– Mid-term exam II 10 points</li> <li>– Final exam, up to 50 points</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                              |
| The student is required to obtain over 50 points for the passing grade.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                              |
| Grade                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | A      B      C      D      E                |
| Number of points                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 91-100    81-90    71-80    61-70    51-60   |
| <b>Special note for the subject:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                              |
| Teacher who prepared the data:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Assistant Professor Marija Džoganović        |

| INVESTMENT IN TOURISM                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                               |                     |                                                                 |            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------|------------|
| GENERAL INFORMATION                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                               |                     |                                                                 |            |
| Course code:                                                                                                                                                                                                                                                  | MTSM3013                                                                                                                                                                                                                                                                                                      | Professor:          | Prof. Slobodanka Krivokapić                                     |            |
| Course status:                                                                                                                                                                                                                                                | Compulsory                                                                                                                                                                                                                                                                                                    | Teaching Assistant: | Olivera Živković, PhD                                           |            |
| Year:                                                                                                                                                                                                                                                         | 2.                                                                                                                                                                                                                                                                                                            | Consultations:      | According to the established timetable                          |            |
| Semester:                                                                                                                                                                                                                                                     | III (winter)                                                                                                                                                                                                                                                                                                  | Study programme:    | Academic Studies: Master's<br>Financial Management              |            |
| ECTS/CSPK:                                                                                                                                                                                                                                                    | 7                                                                                                                                                                                                                                                                                                             |                     |                                                                 |            |
| CONTACT HOURS                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                               |                     |                                                                 |            |
| Lectures                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                               | Tutorials           |                                                                 | Practicals |
| 48 (3 per week)                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                               | 32 (2 per week)     |                                                                 | 25%        |
| STUDENT WORKLOAD                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                               |                     |                                                                 |            |
|                                                                                                                                                                                                                                                               | Per week                                                                                                                                                                                                                                                                                                      | Per semester        | Total per semester:                                             |            |
| Lectures                                                                                                                                                                                                                                                      | 3:00 h                                                                                                                                                                                                                                                                                                        | 48:00 h             | Teaching + final exam:                                          | 170:40 h   |
| Tutorials                                                                                                                                                                                                                                                     | 2:00 h                                                                                                                                                                                                                                                                                                        | 32:00 h             | Required preparation for semester registration and verification | 21:20 h    |
| Practicals                                                                                                                                                                                                                                                    | 25%                                                                                                                                                                                                                                                                                                           | 25%                 |                                                                 |            |
| Individual work and consultations                                                                                                                                                                                                                             | 4:40 h                                                                                                                                                                                                                                                                                                        | 149:20 h            | Preparation and doing make-up exams                             | 48:00 h    |
| Total:                                                                                                                                                                                                                                                        | 10:40 h                                                                                                                                                                                                                                                                                                       | 170:40 h            | Total:                                                          | 240:00 h   |
| COURSE DESCRIPTION                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                               |                     |                                                                 |            |
| <b>Pre-requisite:</b><br>None                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                               |                     |                                                                 |            |
| <b>Course objectives:</b><br>Introduction to the basic principles of investment in securities, the characteristics of the optimal portfolio and the most important securities (shares and bonds), and the characteristics and significance of the CAPM model. |                                                                                                                                                                                                                                                                                                               |                     |                                                                 |            |
| <b>Teaching/Learning methods</b><br>Lectures, tutorials with an emphasis on quantitative analysis of investments, individual and group work, simulations, consultations, etc. The use of calculator and Excel is required.                                    |                                                                                                                                                                                                                                                                                                               |                     |                                                                 |            |
| SYLLABUS                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                               |                     |                                                                 |            |
| Preparatory week                                                                                                                                                                                                                                              | Preparation and semester registration                                                                                                                                                                                                                                                                         |                     |                                                                 |            |
| Week I                                                                                                                                                                                                                                                        | Introduction to the course Fundamentals and Significant Aspects of Investments (pp. 2-22) <ul style="list-style-type: none"><li>Financial assets and its classification</li><li>The investment process</li><li>Financial markets - participants</li><li>Globalization</li><li>Financial Engineering</li></ul> |                     |                                                                 |            |
| Week II                                                                                                                                                                                                                                                       | Investment Funds (pp. 97-121)                                                                                                                                                                                                                                                                                 |                     |                                                                 |            |

|           |                                                                                                                                                                                                                                                                                                                                                           |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|           | <ul style="list-style-type: none"> <li>• Types of investment funds</li> <li>• NAV</li> <li>• Incoming and outgoing commissions, operating costs</li> <li>• Return rate of the open-end fund</li> <li>• Report on funds</li> </ul>                                                                                                                         |
| Week III  | <p>Risk and return (pp. 126-134) and inflation, nominal and real interest rates (pp. 141-143)</p> <ul style="list-style-type: none"> <li>• Return rates (HPR)</li> <li>• Arithmetic and geometric average, weighted average return</li> <li>• APR and EAR</li> <li>• Risk and risk premium</li> <li>• Inflation, nominal and real return rates</li> </ul> |
| Week IV   | <p>Risk and return (pp. 126-134) and inflation, nominal and real interest rates (pp. 141-143), continuation</p> <ul style="list-style-type: none"> <li>• Risk and risk-free assets</li> <li>• Expected return and portfolio risk</li> <li>• Capital allocation line</li> </ul>                                                                            |
| Week V    | <p>Efficient diversification (pp. 162-179)</p> <ul style="list-style-type: none"> <li>• Diversification and portfolio risk</li> <li>• Three rules for a two-risky securities portfolio</li> <li>• Optimum risky portfolio with risk free assets</li> </ul>                                                                                                |
| Week VI   | Efficient diversification, continuation of the lesson                                                                                                                                                                                                                                                                                                     |
| Week VII  | Free week                                                                                                                                                                                                                                                                                                                                                 |
| Week VIII | <p>Capital Asset Pricing Model and Arbitrage Pricing Theory (p.204-212). CAPM, assumptions, market portfolio, passive strategy</p> <ul style="list-style-type: none"> <li>• Return of individual security according to CAPM</li> <li>• Security Market Line (SML)</li> <li>• Application of CAPM</li> <li>• Arbitrage Pricing Theory</li> </ul>           |
| Week IX   | Capital Asset Pricing Model                                                                                                                                                                                                                                                                                                                               |
| Week X    | Capital Asset Pricing Model                                                                                                                                                                                                                                                                                                                               |
| Week XI   | Share pricing (pp.388-403). Concept and types of share pricing. Dividend discount model. Life cycle and multi-phase growth models. Dividend payout ratio and profit reinvestment ratio. P/E ratio                                                                                                                                                         |
| Week XII  | Performance Evaluation and Active Portfolio Management (pp. 575-580) Comparison groups. Risk correction (Sharpe's measure, Treynor's measure, Jensen's measure), $M^2$ performance measure, $T^2$ performance measure                                                                                                                                     |
| Week XIII | Investors and Investment Processes (pp.700-714)                                                                                                                                                                                                                                                                                                           |
| Week XIV  | Investors and investment processes - continuation                                                                                                                                                                                                                                                                                                         |
| Week XV   | Preparation for the final exam                                                                                                                                                                                                                                                                                                                            |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Final week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Final exam |
| <p style="text-align: center;"><b>STUDENT'S OBLIGATIONS</b></p> <p>Students are obliged to attend classes and tutorials, do mid-term exams, do homework assignments and prepare seminar papers.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |            |
| <p style="text-align: center;"><b>LEARNING OUTCOMES</b></p> <p>Upon successful completion of the Investment in Tourism course, the student will be able to:</p> <ul style="list-style-type: none"> <li>- define investments and differentiate between material and financial assets</li> <li>- describe the main steps in building an investment portfolio</li> <li>- determine the main actors in the financial markets</li> <li>- recognize the existing financial markets and their trends</li> <li>- recognize the advantages and disadvantages of investing through investment funds</li> <li>- differentiate between open-end and closed-end investment funds</li> <li>- determine the net asset value and the rate of return of the open-end investment fund</li> <li>- divide open-end investment funds according to the investment strategy</li> <li>- show the impact of costs and the turnover ratio on investment performance of open-ended funds</li> <li>- determine the risk and return of shares and bonds based on the data on their earlier performance</li> <li>- determine the expected return and risk of portfolio consisting of risky and risk-free assets</li> <li>- assess the performance of a passive investment strategy</li> <li>- recognize how the covariance and correlation affect the power of diversification in risk reduction, how to build an effective portfolio, and how to determine the optimal portfolio structure</li> <li>- calculate the risk premium of a security using the capital market theory</li> <li>- construct and use the security market line (SML)</li> <li>- use arbitrage in a portfolio that includes incorrectly assessed securities</li> <li>- use the multi-factor arbitration pricing theory in order to identify mispriced securities</li> <li>- apply the dividend discount model</li> <li>- Apply DDM models</li> <li>- calculate the risk-adjusted returns</li> <li>- divide the additional return into components resulting from the decision on asset allocation in relation to decisions on the selection of specific securities</li> <li>- evaluate the performance of investment management portfolio</li> <li>- evaluate the value of the market timing ability.</li> </ul> |            |
| <p style="text-align: center;"><b>INDICATIVE READING LIST</b></p> <ol style="list-style-type: none"> <li>4. Zvi Bodie, Alex Kane and Alan. J. Marcus, <b>Osnovi investicija</b>, (translation: Essentials of Investments), 6<sup>th</sup> edition, Datastatus, ISBN 978-86-7478-033-6 Beograd, 2009</li> <li>5. Saša Popović, <b>Portfolio analiza</b>, Ekonomski fakultet, Podgorica, 2000. god.</li> <li>6. Dejan Šoškić, <b>Hartije od vrijednosti – Upravljanje portfoliom i investicionim fondovima</b>, Ekonomski</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |

|                                                                                                                                                                                                                                                                     |        |       |                             |       |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------|-----------------------------|-------|-------|
| fakultet Beograd, ISBN 978-86-403-0855-7, Beograd, 2007. god.                                                                                                                                                                                                       |        |       |                             |       |       |
| - Web sites related to investment                                                                                                                                                                                                                                   |        |       |                             |       |       |
| <b>METHOD OF ASSESSMENT AND GRADING</b>                                                                                                                                                                                                                             |        |       |                             |       |       |
| Points obtained by students for successfully fulfilled obligations:                                                                                                                                                                                                 |        |       |                             |       |       |
| <ul style="list-style-type: none"><li>- Attendance at lectures and tutorials, activity: up to 5 points</li><li>- Practical work: 25 points</li><li>- Mid-term exam I 10 points</li><li>- Mid-term exam II 10 points</li><li>- Final exam, up to 50 points</li></ul> |        |       |                             |       |       |
| The student is required to obtain over 50 points for the passing grade.                                                                                                                                                                                             |        |       |                             |       |       |
| Grade                                                                                                                                                                                                                                                               | A      | B     | C                           | D     | E     |
| Number of points                                                                                                                                                                                                                                                    | 91-100 | 81-90 | 71-80                       | 61-70 | 51-60 |
| <b>Special note for the course:</b>                                                                                                                                                                                                                                 |        |       |                             |       |       |
| Teacher who prepared the data:                                                                                                                                                                                                                                      |        |       | Prof. Slobodanka Krivokapić |       |       |

| FINANCIAL MANAGEMENT IN TOURISM AND HOSPITALITY |              |                     |                                                                 |            |
|-------------------------------------------------|--------------|---------------------|-----------------------------------------------------------------|------------|
| GENERAL INFORMATION                             |              |                     |                                                                 |            |
| Course code:                                    | MTSM3014     | Professor:          | Assistant Professor Slobodanka Krivokapić                       |            |
| Course status:                                  | Compulsory   | Teaching Assistant: | Ana Gardašević, PhD                                             |            |
| Year:                                           | 2.           | Consultations:      | According to the established timetable                          |            |
| Semester:                                       | III (winter) | Study programme:    | Academic Studies:<br>Master's                                   |            |
| ECTS/CSPK:                                      | 7            |                     |                                                                 |            |
| CONTACT HOURS                                   |              |                     |                                                                 |            |
| Lectures                                        |              | Tutorials           |                                                                 | Practicals |
| 48 (3 per week)                                 |              | 32 (2 per week)     |                                                                 | 25%        |
| STUDENT WORKLOAD                                |              |                     |                                                                 |            |
|                                                 | Per week     | Per semester        | Total per semester:                                             |            |
| Lectures                                        | 3:00         | 48:00               | Teaching + final exam:                                          | 106:20     |
| Tutorials                                       | 2:00         | 32:00               | Required preparation for semester registration and verification | 13:20      |
| Practicals                                      | 25%          | 25%                 |                                                                 |            |
| Individual work and consultations               | 1:40         | 26:40               | Preparation and doing make-up exams                             | 30:00      |

|                                                                                                                                                               |                                                                                                                                                                                                                                            |        |        |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|----------|
| Total:                                                                                                                                                        | 9:20                                                                                                                                                                                                                                       | 149:20 | Total: | 150:00 h |
| COURSE DESCRIPTION                                                                                                                                            |                                                                                                                                                                                                                                            |        |        |          |
| Pre-requisite:<br>None                                                                                                                                        |                                                                                                                                                                                                                                            |        |        |          |
| Course objectives:<br>Providing insight into a wide field of business finance with the emphasis on the issue of corporate financial planning                  |                                                                                                                                                                                                                                            |        |        |          |
| Teaching/Learning methods:<br>Lectures, tutorials, homework assignments, seminar papers, case studies, creative workshops, mid-term exams and the final exam. |                                                                                                                                                                                                                                            |        |        |          |
| COURSE SYLLABUS                                                                                                                                               |                                                                                                                                                                                                                                            |        |        |          |
| Preparatory week                                                                                                                                              | Preparation and semester registration                                                                                                                                                                                                      |        |        |          |
| Week I                                                                                                                                                        | Finance (concept, objectives, periodic report and financial report)                                                                                                                                                                        |        |        |          |
| Week II                                                                                                                                                       | Corporate financial policy; Subject matter and principles;                                                                                                                                                                                 |        |        |          |
| Week III                                                                                                                                                      | Funding rules (vertical and horizontal)                                                                                                                                                                                                    |        |        |          |
| Week IV                                                                                                                                                       | Fundamentals of financial analysis (assumptions, methods, ratio, profitability)                                                                                                                                                            |        |        |          |
| Week V                                                                                                                                                        | Operating and financial leverage (combined, independent variable)                                                                                                                                                                          |        |        |          |
| Week VI                                                                                                                                                       | Organization of the financial function and financial flows management (operating, working capital and financial cash flows)                                                                                                                |        |        |          |
| Week VII                                                                                                                                                      | Free week                                                                                                                                                                                                                                  |        |        |          |
| Week VIII                                                                                                                                                     | Financial cash-flow planning (balance and dynamic method, balance sheet and income statement and principles of planning)                                                                                                                   |        |        |          |
| Week IX                                                                                                                                                       | Working capital management (inventories, inventory costs, inventory management, volume and time of purchase, cash and receivables, etc.)                                                                                                   |        |        |          |
| Week X                                                                                                                                                        | Interest and interest calculation (calculation, simple and compound interest)                                                                                                                                                              |        |        |          |
| Week XI                                                                                                                                                       | Securities (bill of exchange, cheques, bonds, shares, market, organization and regulations)                                                                                                                                                |        |        |          |
| Week XII                                                                                                                                                      | Participants in the capital market (banks, investment funds, other institutions, stock exchanges, options, futures, clearing houses, issue premium, securities portfolio and cash                                                          |        |        |          |
| Week XIII                                                                                                                                                     | Evaluation of the market price of a security (general model, inflation risk factors, time, ordinary and preferential shares, capitalization rate, debt price, share capital, sale of ordinary shares, retained earnings and depreciation.) |        |        |          |
| Week XIV                                                                                                                                                      | Investment management and investment efficiency (capital investment, investment criteria, evaluation methods, dynamic and static methods of investment evaluation and risk analysis)                                                       |        |        |          |
| Week XV                                                                                                                                                       | Practical examples of the preparation (financial operations of the company, investment programme and asset value)                                                                                                                          |        |        |          |
| Final week                                                                                                                                                    | The final exam period - oral part                                                                                                                                                                                                          |        |        |          |
| STUDENTS' OBLIGATIONS                                                                                                                                         |                                                                                                                                                                                                                                            |        |        |          |
| Students are obliged to attend classes and tutorials, do mid-term exams, do homework assignments and prepare seminar papers.                                  |                                                                                                                                                                                                                                            |        |        |          |



### INDICATIVE READING LIST

- Akad.Dragan Đ.Vučinić: Finansijski menadžment, III dopunjeno izdanje, CONTACT LINE, Beograd, 2003. (coursebook)
- Keown A., Martin J.D., Pettz J.N., Scott D.D., Foundations of Finance and Practice of Financial Management, Prentice Hall. Upper Saddle River, 2003.
- Coursebook of a group of authors from the Faculty of Tourism and Hospitality Management under preparation.

Teaching materials are available on the course website within the e-learning system ( <http://e-fit.unimediterranean.net>)

### METHOD OF ASSESSMENT AND GRADING

Points obtained by students for successfully fulfilled obligations:

- Attendance at lectures and tutorials, activity: up to 5 points
- Practical work: 25 points
- Mid-term exam I 10 points
- Mid-term exam II 10 points
- Final exam, up to 50 points

The student is required to obtain over 50 points for the passing grade.

|                  |        |       |       |       |       |
|------------------|--------|-------|-------|-------|-------|
| Grade            | A      | B     | C     | D     | E     |
| Number of points | 91-100 | 81-90 | 71-80 | 61-70 | 51-60 |

### Special note for the course:

Teacher who prepared the data:

Assistant Professor Slobodanka Krivokapić