



MEDITERRANEAN UNIVERSITY PODGORICA  
FACULTY OF FOREIGN LANGUAGES

SUBJECT LIST  
UNDERGRADUATE STUDIES

<b>TOURISM ECONOMICS</b>			
GENERAL INFORMATION			
Course code:	MTSO207	Professor:	Prof. Dr. Silvana Đurašević
Course status:	Compulsory	Associate:	Tina Novakovic MA
Year:	1.	Consultations:	By agreement
Semester:	II (summer)	Studijski program:	Akademske studije: Osnovne studije, Menadžment u turizmu i hotelijerstvu
ECTS/CSPK:	6		
HOOR SCHEDULE			
Lectures	Exercises		Practical work
48 (3 a week)	48 (3 a week)		25%
STUDENT WORKLOAD			
	Per week	Per semester	Total in semester:
Lectures	3:00 h	48:00 h	Teaching and final exam: 128:00 h
Exercises	3:00 h	48:00 h	Neophodne pripreme za upis i ovjeru semestra 16:00 h
Practical work	25%	25%	
Independent work and consultations	2:00 h	32:00 h	Preparation and exams in corrective examination period: 36:00 h
Total:	8:00 h	128:00 h	Total: 180:00 h
COURSE DESCRIPTION			
Conditionality to other courses: None			
Course study objectives: Student to understand the theoretical basics of tourism; understands the basic principles and organization of tourism; understand the diversity of tourism impacts on the economy and the environment; understand interdependence of the various sectors that make up the tourism industry; understand the characteristics and evaluation of tourism development in the world and in our country.			
Method of teaching and mastering the material: Lectures, exercises, colloquia, homeworks, seminar papers, study visits and final exam.			
COURSE CONTENT (LECTURES)			
Preparatory week	Preparation and semester enrollment		
I week	Aspects of studying the Economics of Tourism and development path of tourism.		
II week	Characteristics of tourism as an economic activity.		
III week	Social and economic significance of tourism.		
IV week	Tourism organization and integration processes in tourism.		
V week	Social tourism organizations and basics of tourism policy.		
VI week	Marketing concept in tourism		
VII week	Free week.		
VIII week	Tourism market.		
IX week	Tourism market research		
X week	Tourism propaganda.		
XI week	Characteristics of international tourism development in the world		
XII week	Position and perspectives of Europe in international tourism		
XIII week	Development and tourism policy of some developed tourist countries in Europe		
XIV week	Characteristics of tourism development and tourism policy of Montenegro.		
XV week	In house training.		
Final week	Final exam.		
STUDENTS' OBLIGATIONS			
Students are obliged to attend lectures and exercises. Students prepare and present one seminar paper, participate in the debate after the presentation of assignments and seminar papers (creative workshop), go to consultations, do colloquia and the final exam.			
LEARNING OUTCOMES			
Upon completion of the course Tourism Economics, the student will be able to:			
<ul style="list-style-type: none"> <li>- master the theoretical settings of tourism</li> <li>- define and explain the principles and organization of tourism</li> <li>- correctly interpret market trends (supply and demand) and effects of tourism on the economy</li> <li>- be able to recognize the role and multidisciplinary of the impact of tourism on economy and environment</li> </ul>			

- perceive the characteristics and future development, at the level of overall economy of the world, regions of the world and our country
- demonstrate acquired knowledge and skills, through solving proposed problems from practice
- adopt and independently interpret models of public policy in tourism

#### LITERATURE

1. Unković, S., Zečević, B. (2014). *Ekonomika turizma*, CID Ekonomski fakultet, Beograd ISBN 978-86-403-1162-5
2. Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2013). 5th Ed. *Tourism: Principles and Practice*, Pearson, Harlow, England. ISBN 978-0273758273
3. Čavlek, N., Bartoluči, M., Prebežac, D., Kesar, O. (2011). *Turizam: Ekonomske osnove i organizacijski sustav*, Školska knjiga, Zagreb. ISBN 9789530303911
4. Holloway, J.C., Davidson, R., Humphreys, C. (2013). *The Business of Tourism*, 8th Ed. Pearson Education, Canada ISBN 978-0273717102
5. Đurašević, S. (2008). *Turistička putovanja – savremeni koncepti prodaje*, CID, Podgorica ISBN 978-86-495-0374-8

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

#### FORMS OF KNOWLEDGE ASSESSMENT AND EVALUATION

Points that students receive for successfully completed obligations:

- Attendance at lectures and exercises, activity up to 5 points
- Practical work 25 points
- Colloquium I 10 points
- Colloquium II 10 points
- Final exam, up to 50 points

The student is obliged to successfully pass (over 50%) the first and second colloquium, and receive a passing grade in the final exam. Special emphasis is placed on practical classes (25%), where students learn to solve practical problems from companies (tourist organizations, hotels, restaurants, travel agencies). During the semester, students will be provided with a visit to one of the mentioned companies / organizations, where they will be able to check „in-house“ the knowledge they have practiced.

Special remark for the course:

Professor who prepared the data:	Prof. Dr. Silvana Đurašević
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<b>DIGITAL COMPETENCIES IN TOURISM AND HOSPITALITY</b>				
GENERAL INFORMATION				
Course code:	MTS04022	Professor:	Prof. dr. Srđan Jovanovski	
Course status:	Compulsory	Associate:	-	
Year:	2	Consultations:	According to the established consultation schedule	
Semester:	IV (summer)	Studijski program:	Akademske studije:	
ECTS/CSPK:	5		Osnovne studije, Menadžment u turizmu i hotelijerstvu	
HOUR SCHEDULE				
Lectures		Exercises		Practical work
32 (2 per week)		48 (3 per week)		25%
STUDENT WORKLOAD				
	Per week	Per semester	Total in semester:	
Lectures	2	32	Teaching and final exam:	106:40
Exercises	3	48	Neophodne pripreme za upis i ovjeru semestra	13:20
Practical work	25%	25%		
Independent work and consultations	1:40	26:40	Preparation and exams in corrective examination period:	30:00
Total:	6:40	106:40	Total:	150:00 h
COURSE DESCRIPTION				
Conditionality to other courses: None				
Course study objectives: Acquisition of basic knowledge in the field of computer hardware, software and the Internet, Information Systems, web technologies, electronic business as essential prerequisites for further study of Information Systems in tourism and hospitality.				
Method of teaching and mastering the material: Lectures, exercises, colloquia, homeworks and final exam. Consultations.				
COURSE CONTENT (LECTURES)				
Preparation week	Preparation and semester enrollment			
I week	Definition and introduction to information technologies. Hardware, software, telecommunications, netware, groupware, humanware. Strategic information systems. IT components on the example of tourism.			
II week	Introduction to information systems. Elements of information systems. "Pressures" on the business of organizations in tourism. Doing business in the digital economy.			
III week	Internet. Intranet. Extranet. Internet history, internet interoperability. Internet services. Internet protocols. WWW. Web presentation structure. Using client technologies. Examples of internet architecture.			
IV week	Overview of Web technologies. TCP / IP protocols. HTTP (HyperText Transfer Protocol) and HTML (HyperText Markup Language). Computer networks. Computer network topologies.			
V week	Definition of electronic business. Increasing profits with e-business. Areas of e-business. Components of eBusiness. E-trade. E-commerce models. E-commerce business practice. E-Payment and e-communication. E-production and e-distribution			
VI week	E-business components. Customer Relationship Management (CRM). Enterprise Resource Planning (ERP). Supply Chain Management (SCM).			
VII week	Free week			
VIII week	Information systems in tourism. E-Tourism. Tourism system. IT and tourism. The concept and domains of e-tourism. IT as the core of tourism industry. Value chain and the impact of IT on tourism. E-tourism analysis of value chain. Primary value analysis on the example of a hotel. IT and support activities on the example of a hotel. IT and value chains within the entire value system industry.			
IX week	E-destinations. The concept of destination. Destination types. Destination Management Systems (DMS). Services and features of DMS system. Development of destination management system. DICRMS. 6A framework for the analysis of tourist destinations. Internal systems and intranet. Extranet. Internet. IT and stakeholders in tourism. Use of information technologies. IT and destination types. IT and Destination Management Systems			

X week	Vision, goals of DMS. IT and DMS services and features. Development of DMS and IT software solutions.
XI week	Steps of DMS development. DICRMS (Destination Integrated Computerized Information Reservation Management Systems). Important differences between DMS and DICIRMS.
XII week	Public Sector Impact: Pros and Cons. IT and 6A framework for tourist destination analysis. Stages of DMS and IT development. Case studies.
XIII week	E-tour operators. Tour operator functions and IT impact. European Commission Harmonization Project. Internet and Case Study 13: Anite @comRes system. Tour operator functions and IT impact. Important reasons for using IT. European Commission and IT harmonization project. Harmonization and IT.
XIV week	E-travel agencies. The role of travel agencies. Functions and types of travel agencies and IT. Internal systems and intranet. Case Study 14: Via Voyager solution for travel agencies. Extranet. Internet. Case Study 15: Thomas Cook online. Internal systems and intranet.
XV week	E-hotels. Impact of IT in the hospitality industry. Internal systems and intranet. Factors of hotel business. Buy a ready-made solution or develop at home? Terms of choosing a business solution. Main modules Extranet and Internet. Case study: Active Hotels. Case study: Revenue Management System. Case study: Worldres.com, <i>the hotel reservation network</i> Case study: Amadeus for hotel business. Critical questions for the future success of e-hospitality. Global distribution systems.
Final week	Final exam
<b>STUDENTS' OBLIGATIONS</b>	
Students are obliged to attend lectures and exercises. Students prepare and present one seminar paper and defend it at exercise classes, participate in the debate after the presentation of assignments (creative workshop), do colloquia and the final exam.	
<b>LEARNING OUTCOMES</b>	
After passing the exam the student will be able to:	
<ul style="list-style-type: none"> <li>- Identify the basic elements of e-business in tourism and hospitality;</li> <li>- Identify and describe the basic processes in e-business;</li> <li>- Explain the basic principles of functioning of technologies used in electronic business;</li> <li>- Classify different types of solutions for e-business in tourism and hospitality;</li> <li>- Apply the acquired knowledge in the following subjects.</li> </ul>	
<b>LITERATURE</b>	
<i>Basic literature:</i>	
<ol style="list-style-type: none"> <li>1. Elektronsko poslovanje, Safet Krkić, Siniša Čehaljić, Haris Memić, Iris Memić, Fakultet informacionih tehnologija, Mostar, 2005.</li> <li>2. Elektronsko poslovanje, Rade Stakić, Ekonomski fakultet, Beograd, 2007.</li> </ol>	
<i>Supplementary literature:</i>	
Teaching materials available on the course website within the e-learning system ( <a href="http://e-mts.unimediterranean.net">http://e-mts.unimediterranean.net</a> )	
<b>FORMS OF KNOWLEDGE ASSESSMENT AND EVALUATION</b>	
Points that students receive for successfully completed obligations:	
<ul style="list-style-type: none"> <li>- Attendance at lectures and exercises, activity up to 5 points</li> <li>- Practical work 25 points</li> <li>- Colloquium I 10 points</li> <li>- Colloquium II 10 points</li> <li>- Final exam, up to 50 points</li> </ul>	
For the passing grade, the student is obliged to realize over 50 points.	
Grade	A      B      C      D      E
Number of points	91-100   81-90   71-80   61-70   51-60
Special remark for the course:	
Professor who prepared the data:	Prof. Dr. Srđan Jovanovski

<b>STRATEGIC MANAGEMENT IN TOURISM</b>				
GENERAL INFORMATION				
Course code:	MTS06031	Professor:	Prof. Dr. Slobodanka Krivokapić	
Course status:	Compulsory	Associate:	Đorđina Janković	
Year:	3	Consultations:	According to the established consultation schedule	
Semester:	VI (summer)	Studijski program:	Akademske studije:	
ECTS/CSPK:	6		Osnovne studije, Menadžment u turizmu i hotelijerstvu	
HOUR SCHEDULE				
Lectures		Exercises		Practical work
48 (3 per week)		48 (3 per week)		25%
STUDENT WORKLOAD				
	Per week	Per semester	Total in semester:	
Lectures	3	48	Teaching and final exam:	128:00
Exercises	3	48	Neophodne pripreme za upis i ovjeru semestra	16:00
Practical work	0	0		
Independent work and consultations	2:00	32:00	Preparation and exams in corrective examination period:	36:00
Total:	8	128	Total:	180:00 h
COURSE DESCRIPTION				
Conditionality to other courses: None				
Course study objectives: The course studies the concepts of strategic management and their application in tourism and hospitality. The aim of the course is to develop students' critical and strategic thinking, which will enable them a greater degree of efficiency and effectiveness in making managerial decisions in tourism and hospitality.				
Method of teaching and mastering the material: Lectures, exercises, seminar papers, workshops, colloquia, homeworks and final exam. Consultations.				
COURSE CONTENT (LECTURES)				
Preparatory week	Preparation and semester enrollment			
I week	Strategic management in tourism - Introduction to the subject			
II week	Guiding the organization in tourism - defining the vision, mission and goals			
III week	Analysis of the organization's environment 1 - analysis of the organization's external environment			
IV week	Analysis of the organization's environment 2 - analysis of the organization's internal environment			
V week	Portfolio analysis			
VI week	Methods and techniques of strategic management in tourism			
VII week	Free week			
VIII week	Generic competitive strategies with application in tourism			
IX week	Out-of-competition strategies in tourism			
X week	Strategies for international markets in tourism and hospitality			
XI week	Entrepreneurial, innovative and technological strategies in tourism			
XII week	Blue ocean strategies with application in tourism			
XIII week	Implementation of strategy in tourism			
XIV week	Strategic control in tourism			
XV week	Strategic leadership in tourism			
Final week	Final exam			
STUDENTS' OBLIGATIONS				
Students are obliged to attend lectures and exercises. Students do seminar papers, colloquia and the final exam.				
LEARNING OUTCOMES				
After completing the course the student will:				
<ul style="list-style-type: none"> <li>- Be able to demonstrate skills to adequately locate, assess and use relevant case-specific information in strategic tourism and hospitality management;</li> <li>- Develop the ability for analytical and critical thinking and for creative problem solving in strategic management of tourism and hospitality;</li> </ul>				

- Be able to apply advanced strategic management skills necessary for complex work in tourism organizations together with a multidisciplinary approach (finance and accounting, marketing, economics, etc.)
- Be able to apply the basic tools and methods of strategic management methods in tourism (tourism and hospitality organizations)
- Be able to identify key problems and propose feasible solutions to achieve a competitive advantage of organizations operating in tourism and hospitality, both domestically and internationally.

The content of the course is related to the matter from certain scientific disciplines such as: general management, service management, management of tourist destinations. The lecture will be adapted to the participants of the course in order to better understand the subject matter and put the acquired knowledge in practice.

#### LITERATURE

1. Moutinho L.(2005): *Strateški menadžment u turizmu*, Masmedia, Beograd, ISBN: 978-953-157-467-7
2. Moutinho L., Vargas-Sanchez A. (2018): *Strategic Management in Tourism*, 3rd Edition. CABI Tourism Texts ISBN: 978178639390240
3. Dess, Lumpkin (2007): *Strategijski menadžment*, Data Status, Beograd, ISBN: 9788674780275
4. 4.Coulter, M. (2010): *Strategijski menadžment na delu*. Data Status. Beograd, ISBN: 978-867-478-078-7
5. Okumus, F. Altinay, L., Chathoth, P. (2010) *Strategic Management for Hospitality and Tourism*. Butterworth Heinemann. Great Britain. ISBN 0 7506 4854 6
6. Milisavljević M. (2012) *Strateški menadžment: analiza, izbor i promena*, Centar za izdavačku delatnost Ekonomskog fakulteta u Beogradu, Beograd, ISBN 9788674784877
7. Thompson, Strickland, Gamble (2005): *Strateški menadžment – U potrazi za konkurentskom prednošću*, Mate, Zagreb, ISBN: 978-953-246-015-2

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

#### FORMS OF KNOWLEDGE ASSESSMENT AND EVALUATION

Points that students receive for successfully completed obligations:

- Attendance at lectures and exercises, activity up to 5 points
- Practical work 25 points
- Colloquium I 10 points
- Colloquium II 10 points
- Final exam, up to 50 points

For the passing grade, the student is obliged to realize over 50 points.

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

Special remark for the course:

Professor who prepared the data:	Prof. Dr. Slobodanka Krivokapić Đorđina Janković
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#### THEMATIC TOURISM

##### General information

Subject code:	MTS03016	Professor:	Doc.dr Iva Bulatović
Subject status:	Compulsory	Associate:	Đorđina Janković
Year:	2.	Consultations:	According to the set schedule
Semester:	III (winter)	Study Program:	Academic studies: Bachelor studies, Management In Tourism and Hospitality
ECTS/CSPK:	5		

##### SCHEDULE

Lectures	Practice	Practical work
48 (3 per week)	32 (2 per week)	25%

##### STUDENT WORKLOAD

	Weekly	During the semester	Total during the semester:	
Lectures	3	48	Lessons and final exam:	106:40
Practice	2	32	Necessary preparations for enrollment and semester	13:20
Practical work	25%	25%		

			verification	
Individual work and consultations	1:40	26:40	Preparation for and taking exams in the additional exam term	30:00
Total:	6:40	106:40	Total:	180:00 h
<b>COURSE DESCRIPTION</b>				
Prerequisites: None				
Course objectives: The goal of the course is to provide students with an advanced knowledge of the development of specific tourist products and to provide them with base skills for creating special interest tours.				
Teaching and learning methods: Lectures, practice, homework, case studies, creative workshops, mid-term and final exams, as well as consultations with professors.				
<b>COURSE CONTENT (LECTURES)</b>				
Preparatory week	Preparation and semester enrollment			
Week I	Course introduction			
Week II	Trends in tourism – market niches			
Week III	Spa Tourism			
Week IV	City Tourism and Shopping Tourism			
Week V	Health and Wellness Tourism			
Week VI	Village Tourism			
Week VII	One week break			
Week VIII	Cultural and Religious Tourism			
Week IX	Ecotourism			
Week X	Nautical Tourism and Cruises			
Week XI	Sports and Recreation Tourism			
Week XII	Adventure Tourism			
Week XIII	Gastronomical and Wine Tourism			
Week XIV	MICE and Educational Tourism			
Week XV	Dark Tourism. Presentation of special interest tours			
Final Week	Final Exam			
<b>STUDENT RESPONSIBILITIES</b>				
Students are obliged to attend classes. They also must prepare and present up to two homeworks, participate in debates after presentations of homework assignments, and take mid-term and final exams.				
<b>LEARNING OUTCOMES</b>				
After the course completion, the student will be able to:				
<ol style="list-style-type: none"> <li>Analyse growth and development of thematic tourism in the last 30 years;</li> <li>Analyse and compare the characteristics of specific forms of tourism;</li> <li>Recognize specific market niches in tourism and the significance of developing thematic products to secure the sustainability of a tourism destination;</li> <li>Recognize development, business opportunities and actual managerial practice related to specific forms of tourism;</li> <li>Discuss possible future scenarios for the development of thematic tourism;</li> <li>Create and implement tours for specific interests;</li> </ol>				
The course's content is connected with certain scientific areas, such as: general management, management of services, management of tourism destinations. The lectures will be adapted to students so that they could easily comprehend teaching materials, and later on be able to use acquired skills in practice.				
<b>LITERATURE</b>				
<ol style="list-style-type: none"> <li>Rabotić B. (2013), Selektivni oblici turizma, drugo izdanje, Visoka turistička škola strukovnih studija, Beograd, ISBN: 9788682371649</li> <li>Hrabovski-Tomić E. (2008): Selektivni oblici turizma, Fakultet za uslužni biznis, Sremska Kamenica, ISBN:9788684529406</li> <li>Jovanović V. (2013): Tematski turizam – skripta, Univerzitet Singidunum, Beograd, ISBN: 978-86-7912-473-9</li> <li>Robinson, Heitmann, Dieke (2010): Research Themes for Tourism, Cabi Publishing, USA, ISBN: 9781845936846</li> <li>Buhalis, D., Darcy, S. (2011): Accessible tourism : concepts and issues. Bristol, UK ; Buffalo, NY : Channel View Publications. ISBN-13: 9781845411602</li> <li>Douglas, N., Douglas, N., &amp; Derrett, R. (2001): Special interest tourism, Milton, Qld: Wiley. ISBN:</li> </ol>				

0471421715.

7. Novelli, M. (2005): Niche tourism: contemporary Issues, trends and cases. Oxford: Elsevier Butterworth-Heinemann. ISBN-13: 978-0750661331
8. Weiler, B., & Hall, C. M. (1992): Special interest tourism, University of Wisconsin-Madison: Belhaven Press. ISBN 1 85293 072 1

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

#### ASSESSMENT AND GRADING

Points that students receive for successfully completing obligations:

- Attendance, activity up to 5 points;
- Practical work: 25 points;
- First mid-term: 10 points;
- Second mid-term: 10 points;
- Final exam: 50 points;

To receive a passing grade, the student must have over 50 points.

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

Professor that prepared the data:

Doc.dr Iva Bulatović

#### MARKETING IN TOURISM

##### General Information

Course code:	MTS0208	Professor:	Prof. dr Darko Lacmanović
Course status:	Compulsory	Associate:	Dr Ana Gardašević
Year:	1.	Consultations:	Agreed upon
Semester:	V(winter)	Study Program:	Akademske studije: Osnovne studije, Menadžment u turizmu i hotelijerstvu
ECTS/CSPK:	5		

##### SCHEDULE

Lectures	Practice	Practical work
48 (3 per week)	48 (3 per week)	25%

##### STUDENT WORKLOAD

	Weekly	Per semester	Total during the semester:	
Lectures	3:00 h	48:00 h	Lectures and final exam	128:00 h
Practice	3:00 h	48:00 h	Necessary preparations for enrollment and semester verification	16:00 h
Practical work	25%	25%		
Individual work and consultations	2:00 h	32:00 h	Preparation and taking exams in the additional exam term	36:00 h
Total:	8:00 h	128:00 h	Total:	180:00 h

##### COURSE DESCRIPTION

Prerequisites:

None

Objectives:

Making students understand the importance and role of marketing in tourism, and the application of marketing programs in tourism companies in national and international economy.

Teaching and learning methods:

Lectures, practice, presentations, case studies, creative workshops, practical work, mid-terms and final exams.

##### COURSE CONTENTS (LECTURES)

Preparatory week	Preparation and semester enrollment
Week I	Theoretical and methodological aspects of researching marketing in tourism. Subject and goal of studying marketing in tourism. Genesis and content of marketing in tourism

	as a scientific discipline. Marketing in tourism as a subsystem in the system of service marketing. Tourism marketing at a micro and macro level. Development of tourism theory and its influence on marketing. Studying for marketing management. Practical work: preparation of marketing research and formation of research teams.
Week II	Tourism market and its characteristics. Tourism offer - offer of a tourism destination. Tourism demand. Creative workshop – debate.
Week III	Application of marketing in tourism. Application of marketing with different carriers of business and tourism policy. Marketing at a tourism destination level. Product and sale orientation of various carriers of business and tourism policy. Marketing orientation in marketing and tourism policy. Social marketing concept in tourism. Creative workshop – debate. Practical work: creation of polls and reseach plans.
Week IV	Marketing information system (MIS) and information technology (IT) in tourism. Importance of marketing information systems. Critical factors of success, models. Application of IT and its development on the international tourism market. Research of marketing and formation of an ‘observatory’ for economy and tourism. Creative workshop – debate.
Week V	Marketing instruments in business and tourism policy. Creative workshop – debate.
Week VI	Product policy. Creative workshop – debate.
Week VII	Free week
Week VIII	Marketing instruments in business and tourism policy. Elements of leading price policy. Elements of promotional policy. Creative workshop – debate. Practical work: Carrying out research.
Week IX	Marketing instruments in business and tourism policy. Elements of leading sale policy. Optimisation of instruments of marketing mix. Creative workshop – presentations. Analysis of the influence of marketing on the realization of Montenegro’s tourism development Strategy up to 2020. With regards to marketing planning. Practical work: carrying out research.
Week X	Planning of marketing strategies in tourism. Content and importance of planning marketing activities. Levels and organization of planning marketing in tourism. Coordination of marketing activities in tourism. Practical work: realization of research
Week XI	Planning and strategies in tourism marketing. Decisions of strategic and tactical character. Strategy of differentiation of tourism products. Practical work: research
Week XII	Tourism market segmentation strategy. Other strategies relevant to tourism. Practical work: research
Week XIII	Application of integral marketing in tourism organization. General approach to application of integral marketing in tourism. Application of integral marketing in the hospitality industry. Creative workshop – debate
Week XIV	Application of integral marketing in tourism organization. Application of integral marketing with tour operators and travel agencies. Integral marketing of the national tourism organization. Creative workshop – debate
Week XV	Relevant changes (tendencies and trends) in the future development of tourism and its influence on marketing. Global changes in the tourism industry. Changes in the macro-marketing environment in the future development of tourism and its influence on marketing. Changes in the micro-marketing environment in the future development of tourism and its influence on marketing. The future of tourism, recreation, and hospitality in European countries and its influence on marketing. Practical work: presentations of market research results
Final Week	Final exam
<b>STUDENT RESPONSIBILITIES</b>	
Students are obliged to attend classes. Students shall prepare and present one presentation, participate in creative workshop, participate in practical work, and take mid-term and final exams. Practical work: 25% of the practice classes will be organized as practical work through research of the tourism market, creation and presentation of the student's research of the Montenegrin tourism industry.	

## LEARNING OUTCOMES

After taking this course, students will be:

- Able to recognize the role and importance of marketing in tourism;
- Able to recognize the base aspects of marketing in tourism in the national and international economy;
- Capable of applying marketing concepts of business in tourism and hospitality;
- Able to differentiate instrument of the marketing mix;
- Able to apply marketing in business practice of tourism and hospitality;
- Invent, organize and realize marketing programs in tourism.

## LITERATURE

*Basic Literature:*

1. Kotler, P., Bowen, J., Makens, J., & Baloglu, S. (2017). *Marketing for hospitality and tourism* (7<sup>th</sup> ed.). London: Pearson. ISBN 978-0-13-415192-2
2. *Additional Literature:*
3. Bakić, O. (2008). *Marketing u turizmu* (7.izdanje). Novi Sad: Educons University. ISBN 978-86-84529-33-8
4. Lacmanović, D. (2014). *Marketing planiranje održivog turizma*. Podgorica: Univerzitet Mediteran. ISBN 978-9940-514-35-8
5. Lacmanović, D. (2006). *Marketing u turizmu, hrestomatija*, Bar: Fakultet za turizam, hotelijerstvo i trgovinu.
6. Radišić, B.B. (2004). *Marketing u hotelijerstvu*. Opatija: Fakultet za turistički i hotelski menadžment. ISBN 953-6198-19-3

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

## KNOWLEDGE ASSESSMENT AND GRADING

Points that students may receive for the successful completion of their obligations:

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

To receive a passing grade, students must have over 50 points.

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

Special remarks:

Course information sheet prepared by:

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