

Type and level of studies: PhD studies				
Title of the study program: Business Management				
Subject title: Tourism Management and Marketing				
Subject code: DMMT				
Number of ECTS: 9				
Subject status (Compulsory / Elective): elective				
Teacher/s (Name, last name): Goran Goran, Bojan Zecevic				
Number of active teaching lessons: 90				Other lessons
Lectures: 45	Practice classes:	Other forms of teaching:	Study research work: 45	
Prerequisite:				
Subject objective: Major goal of the subject is for students to gain knowledge on contemporary concepts in management and marketing of tourism destinations and enterprises. Emphasize is to understand how various concepts, theory and practice from the business management field that can be implemented in tourism. In addition, special goal of the subject is to allow understanding of different research methods that are being used in tourism field.				
Subject outcome (gained knowledge): Students will be capable for autonomous scientific-research work in the field of tourism marketing and management, as well as to integrate gained knowledge from various theoretical and methodological research approaches in field of tourism business management.				
Subject content/structure: Context of tourism. Content and important of marketing and management in tourism. Specifics of marketing and management for tourism sector. New approaches in tourism marketing and management research. Destination management. Role of public-private partnerships in tourism marketing and management.				
Teaching methods: Lectures, case studies, project papers, presentations, consultations				
Grading (maximum number of points 100)				
Pre-examination obligations		Points	Final exam	Points
Semester research paper		40	Oral exam	60
Literature:				
No.	Author	Title	Publisher	Year
1	Ognjen Bakić	Marketing menadžment turističke destinacije	Čigoja, Beograd	2005
2	Noel Scott, Rodolfo Baggio, Chris Cooper	Network Analysis and Tourism: From Theory to Practice (Aspects of Tourism)	Channel View Publications	2008
3	Kaye Sung Chon, Daniel R. Fesenmaier, Joseph T. O~Leary, Muzaffer Uysal	Recent Advances in Tourism Marketing	Haworth Press	1996

		Research		
4	Dimitrios Buhalis, Carlos Costa	Tourism Management Dynamics: Trends, Management and Tools	Butterworth-Heinemann,	2005
4	John Beech, Simon Chadwick	The Business of Tourism Management	Pearson	2005
5	Luiz Moutinho (red.)	Strateški menadžment u turizmu	Zagreb : Masmedia,	2005
7	Morrison A.	Hospitality and Travel Marketing	Delmar Cengage	2010
8	Nigel Evans, David Campbell, George Stonehouse	Strategic Management for Travel and Tourism	Routledge	2015