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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | **Faculty of Sciences and Mathematics** |
| **GENERAL INFORMATION** |
| Study program  | **Geography** |
| Study Module (if applicable) |  |
| Course title | Travel Agencies and Tour Operators |
| Level of study | [ ] Bachelor [x]  Master’s [ ]  Doctoral |
| Type of course | [x]  Obligatory [ ]  Elective |
| Semester  |  [x]  Autumn [ ] Spring |
| Year of study  | II |
| Number of ECTS allocated | 7,5 |
| Name of lecturer/lecturers | Ranko Dragović |
| Teaching mode |  [x] Lectures [ ] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [ ]  Project work [ ]  Seminar [ ] Distance learning [ ]  Blended learning [ ]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| Acquiring knowledge of the travel agencies and tour operators; training for independent development of program of tourist travels and job duties of a travel agent, an agency representative of the organizer and an executor of the travel arrangement. |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| The appearance, conditions of origin and development of travel agencies (TA) and tour operators (TO): the historical development of tourist agencies; theories of tourism origin; the emergence and development of organized agencies in travel; socio-economic roots and the conditions for appearance of travel agencies; place and role of TA and TO on the tourist market: defining intermediaries on the tourist market; conceptual and functional differences between the TA and TO; types of TA and TO; the market concept of operation of TA and TO: access to modern market economy of TA and TO; the need, demand and behavior of tourists; tourist demand; offers of TA and TO; prices of tourism products and services; sales of tourism products and tourist services; promotion of tourism agencies and tourist services ; the operation of travel agencies and tour operators with the airlines; yachting and TA; catering and TA ; meetings and TA ; events and TA ; insurance companies and the TA and TO; product of TA and TO: the product of the tour organizer; space, equipment , communications, human resources and TA TO, sorting jobs and income; product of a receptive TA; product of specialist of the agencies; payments in the travel industry; TA associations . |
| **LANGUAGE OF INSTRUCTION** |
| [x] Serbian (complete course) [ ]  English (complete course) [ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)[ ] Serbian with English mentoring [ ] Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points** | **Final exam** | **points** |
| **Activity during lectures** | **6+2** | **Written examination** | **12** |
| **Practical teaching** |  | **Oral examination** | **55** |
| **Teaching colloquia** | **25** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |