

Study program : Tourism and hospitality			
Course name: Basics of tourism			
Professor: Full professor Naume J. Marinoski			
Subject status: compulsory course			
ECTS: 4			
Requirements: no requirements			
Aim of the course The aim of the course is for students to acquire basic knowledge in the area of tourism, to familiarize them with the development of tourism, basic notions, principles and conditions for development of tourism as well as with different forms of tourism.			
Outcome of the course After successfully completing the course, students will have acquired basic knowledge about tourism and will have developed an understanding of the importance of tourism for economic development on all levels (local, national and global). Students will have gained skills necessary for work in tourism industry.			
Content of the course <i>Theoretical lectures</i> The emergence and development of tourism; The notion and definition of tourism; Subject and tasks of tourism study; The aims of tourism development; Driving factors of tourism development; Tourism functions; Material basis of tourism; Tourism offer and demand – factors which affect offer and demand; Different shapes of tourism; Tourism valorization; Tourism and surroundings; Sustainable development of tourism; Tourism politics; State role in tourism development; Modern tendencies in development of tourism. <i>Practical course work</i> The history of development of tourism; The notion and importance of tourism; Tourism needs and tourist motifs; Economic and noneconomic functions of tourism; Tourism infrastructure; Tourism suprastructure; Attractive and communicative factors of tourism offer; Receptive and intermediary factors of tourism offer; Main factors of tourism demand; Characteristics of some forms of tourism; The process of tourism valorization; Elements and methods of tourism valorization; Interrelatedness of tourism and surroundings; The importance of marketing in the development of tourism; Characteristics of tourism development in modern conditions.			
Literature Primary literature <ul style="list-style-type: none"> • Чомић, Ђ. <i>Основе туризма</i>, Филозофски факултет, Пале, 2008. • Бесермењи, С. Увод у туризам, ПМФ, Нови Сад, 2008. Additional literature <ul style="list-style-type: none"> • Мариноски, Н. <i>Основи на туристичката теорија и практика</i>, ЦНИР, ФТУ Охрид, 2005. 			
Total number of active teaching classes		Lectures: 30	Practical course work: 15
Teaching methods Lectures; practical course work, presenting successful examples of professional practice in the field of study, case studies, preparation and presentation of term papers.			
Evaluation (maximum points 100)			
Pre-exam activities	Points	Final exam	Points
active participation in lecture classes	5	Written exam	
active participation in practical course work	5	Oral exam	45
Colloquium	30	
Term papers	15		