

Study program/s: Tourism and hospitality			
Course name: Business communication in tourism			
Professor: Mira R. Avramovic, PhD			
Subject status: elective course			
ECTS: 4			
Requirements: no requirements			
Aim of the course			
The aim of the course is for students to develop an understanding of both structure and function of tourism communication in operations of a tourism business entity. Students will develop necessary skills for successful communication in tourism, develop capacity and skills for mass communication in tourism and will be able to perform research and apply results of their research in the area of tourism communication.			
Outcome of the course			
After successfully completing the course, students will be able to: understand the role and importance of communication in tourism business setting, define and apply a strategy of communication of a tourism entity with the surroundings, apply instruments of mass communication in tourism, combine traditional and modern forms of communication as a basis for efficient management of a tourism organization.			
Content of the course			
<i>Theoretical lectures</i>			
Basic notions of communication in tourism; Mass phenomenon (tourists); Tourism shapes and forms of tourism communication; Local, regional and global communication in tourism; Basic theories of communication in tourism; Paradigm of development of tourism communication; Models and forms of communication; Practical communication in tourism; Promotional strategies; Communication mix in a tourism enterprise; Propaganda as a communication instrument in tourism; Public relations as a communication instrument in tourism; Internet as a communication instrument in tourism; New tendencies in tourism communication; Ethics in tourism communication.			
<i>Practical course work</i>			
Development of the process of communication; Forms of the process of communication; Analysis of internal and external environment; The choice of communication strategy in tourism; Application of models and forms of communication; Influence of promotional strategies on decision-making process; Practical application of communication mix in tourism enterprises; Application of theories of publicity; Application of theories of institutional tourism presentation; Application of theories of image development; The importance of Internet in communication in tourism; The influence of new tendencies on communication in tourism; Criteria of objectivity; Segmentation of communication in tourism; Importance of ethics for communication in tourism.			
Literature			
<ul style="list-style-type: none"> • Станковић Љ., Аврамовић М., <i>Пословно комуницирање</i>, Економски факултет, Ниш, 2006. • Елаковић, С. <i>Пословна етика и комуницирање</i>, Универзитет Сингидунум, Београд, 2011. • Аслимоски, Б. <i>Комуникации во туризмот</i>, Факултет за туризам и угостителство, Охрид, 2008. 			
Total number of active teaching classes		Lectures: 15	Practical course work: 30
Teaching methods			
Lectures; practical course work, presentations of good examples of professional practice, 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		