

Study program/s: Tourism and hospitality; Management of food technology and gastronomy			
Course name: Management of tourism and hospitality enterprises			
Professor: Rodoljub D. Čučulović, PhD			
Subject status: compulsory course			
ECTS: 4			
Requirements: no requirements			
Aim of the course The aim of the course is to familiarize the students with the characteristics of tourism and hospitality enterprises and for them to gain the necessary knowledge in order to perform activities such as planning, organization, running and control in such enterprises.			
Outcome of the course After successfully completing the course the students will be able to perform certain business operations and functions in tourism and hospitality enterprises.			
Content of the course <i>Theoretical lectures</i> Modern tendencies in the service industry; Management specifics in modern tourism; Management principles in tourism and hospitality; Strategic management of tourism and hospitality enterprises; Project management in tourism and hospitality; Factors relevant for tourism and hospitality enterprises management; The external environment of tourism and hospitality enterprises; SWOT analysis; Business orientation of tourism and hospitality enterprises; Growth and development of tourism and hospitality enterprises; Business networking with tourism and hospitality enterprises; Forms of business networking with tourism and hospitality enterprises; Human resources management of tourism and hospitality enterprises; Strategic adjustment of hospitality services to modern tendencies; New profile of managers in the service industry. <i>Practical course work</i> The most important characteristics of service industry market; Characteristics of tourism offer; Characteristics of tourism demand; Tourism enterprises (hotels) and globalization of operations; Forms of adjustment of tourism and hospitality enterprises to market demands; Business operations management with tourism and hospitality enterprises; Planning as a management process phase with tourism and hospitality enterprises; Organization as a management process phase with tourism and hospitality enterprises; Models of organizational structure of tourism and hospitality enterprises; Leadership as a management process phase with tourism and hospitality enterprises; Control as a management process phase with tourism and hospitality enterprises; Types of control; Finance management in tourism and hospitality enterprises; How enterprises in the service industry grow and develop; Contracts between hospitality enterprises and travel agencies.			
Literature			
<ul style="list-style-type: none"> • Черовић, С. <i>Менаџмент у туризму</i>, Природно-математички факултет, Нови Сад, 2003. • Лончар, М. <i>Менаџмент у хотелијерству</i>, Висока хотелијерска школа струковних студија, Београд, 2008. • Лончар, М. <i>Основи хотелијерства</i>, Висока хотелијерска школа струковних студија, Београд, 2008. 			
Total number of active teaching classes	Lectures: 30	Practical course work: 15	
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		