

Study program: Tourism and hospitality			
Course name: Market research in tourism			
Professor: Branislav B. Prokopović, PhD			
Subject status: elective course			
ECTS: 4			
Requirements: no requirements			
Aim of the course The aim of the course is for students to acquire the necessary knowledge in the field of tourism market and understand the importance of market research for the planning function, development of travel products as well as for marketing activities in tourism.			
Outcome of the course After successfully completing the course, students will be able to: review the characteristics of tourism market, perform a market research and research consumer behavior in tourism, as well as recognize and respond to tourist demands on the modern tourism market.			
Content of the course <i>Theoretical lectures</i> Modern tendencies on the tourism market; Market research in tourism; Approaches to market research; Types of research; Methods of data collection; Sample choosing and presentation of results; Interrelatedness of marketing research and market research; Definition and analysis of tourist offer; Factors that influence tourist offer; Defining offer and demand of travel products; Needs, motifs and consumer behavior; Researching the motifs and consumer behavior; Economic, sociological and psychological explanation for consumer behavior; Consumer decisions. <i>Practical course work</i> Definition and analysis of tourism market; The size and characteristics of tourism market; Phases of market research; Types of research – marketing information system, exploratory and descriptive research; Types of research – causal research and market research using research panels; Collecting data; Primary data – observation and examination methods; Analysis and interpretation of data; Market research for marketing planning; Market research for planning and development of products; Market research for planning of offer and demand; Analysis and demand prediction; Consumer behavior in tourism; Consumer decisions in tourism; Types of customers.			
Literature			
<ul style="list-style-type: none"> • Станковић, Љ., Аврамовић, М. <i>Маркетинг истраживања</i>, Економски факултет, Ниш, 2007. • Унковић, С. <i>Савремена кретања на туристичком тржишту</i>, Економски факултет, Београд, 2002. • West, К. <i>Истраживање тржишта</i>, Клио, Београд, 2004. • Мекдоналд, М. <i>Сегментирање тржишта</i>, Клио, Београд, 2003. 			
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
Colloquim	30	
Term papers	15		