

Study program: Tourism and hospitality			
Course name: Promotional activities in tourism			
Professor: Mira R. Avramovic, PhD			
Subject status: compulsory course			
ECTS: 5			
Requirements: no requirements			
Aim of the course The aim of the course is for students to acquire knowledge and skills in promotion and tourism propaganda, to familiarize students with specifics of tourism and relations which are established on the market. This will enable them to understand the importance of communication as an instrument of marketing which in tourism is extremely important.			
Outcome of the course After successfully completing the course, students will be able to: define aims of promotion, decide on the choice of promotional mix and execute its elaboration, familiarize a tourist with tourism products available on the market, create, insure and maintain an image on the market, participate in the organization and execution of promotional activities.			
Content of the course <i>Theoretical lectures</i> The notion of promo activities in tourism; Basic aspects of promotion (notion, definition, goals, participants, content, role, models of consumer relations and psychological principles of promotion); Basic forms of promo activities; Corporative identity in tourism; Brand in tourism; Consumer behavior in tourism; Economic propaganda in tourism; Enhancement of sales in tourism; Personal sale; Public relations; Sponsorship; Forms of promotion in tourism organizations. <i>Practical course work</i> Participants, content and role of promotion; Models of consumer behavior; Psychological principles of promotion; Means of propaganda in tourism; Exampels of Personal sale; 'Mouth to mouth' promotion; Fairs, Promotion in hotel industry; Promo activities in travel agencies; Promotion of a travel destination; Promotion of festivals, special events and anniversaries; Influence of promotional activities on the success of tourism organization.			
Literature Primary literature <ul style="list-style-type: none"> • Мандић, С. <i>Промоција у пословним комуникацијама</i>, Београдска пословна школа, Београд, 2011. • Сенечић, Ј. <i>Промоција у туризму</i>, Микрорад, Загреб, 1998. Additional literature <ul style="list-style-type: none"> • Симонческа Ј., <i>Промотивни активности во туризмот</i>, Универзитет у Охриду, 2000. 			
Total number of active teaching classes		Lectures: 30	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		