

Study program: Tourism and hospitality			
Course name: Travel agency management			
Professor: Mira R. Avramović, PhD			
Subject status: compulsory course			
ECTS: 7			
Requirements: no requirements			
Aim of the course The aim of the course is to familiarize the students with the tourist market, travel destinations, travel agency's scope of work, business operations in the process of forming and selling of travel packages and with modern tendencies in tour operators' and travel agencies' operations.			
Outcome of the course After successfully completing the course, students will be able to: understand the role, the place and importance of travel agencies on the tourist market, define the mission, goals and guidelines of a travel destination, complete a SWOT analysis of a travel destination, organize work process in a travel agency, perform business operations in creating and organizing of a travel package.			
Content of the course <i>Theoretical lectures</i> Service economy and tourism; Analysis of factors important for management of tourism organizations; Defining the mission, goals and guidelines of a tourism organizations; Instruments of marketing mix of a travel destination; Control of marketing activities on the level of a travel destination; Place and role of a travel agency on the tourism market; Business partners of travel agencies and tour operators; Business operations in creation of travel packages; Determining the price of travel packages; Business operations in the selling of travel packages; Consortium of travel agencies; Modern tendencies in business operations of travel agencies and tour operators. Application of modern IT in business operations of a travel agency. Prospects of development of tour operators and travel agencies. <i>Practical course work</i> Practical course work will be realized in travel agencies where students will have an opportunity to familiarize themselves with various business activities – creating, promotion, sales and preparation of travel packages. Students will also learn about how to calculate the price of a travel package.			
Literature <ul style="list-style-type: none"> • Аврамовић М., <i>Агенцијско пословање у туризму</i>, ВПШСС Лесковац, 2010. • Аврамовић М., <i>Пословање туристичких агенција</i>, ВПШСС Лесковац, 2009. • Аврамовић М., <i>Практикум из пословања туристичких агенција</i>, ВПШСС Лесковац, 2009. 			
Total number of active teaching classes		Lectures: 45	Practical course work: 45
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		