

## SYLLABUS

Basic data case			
<b>Academic Unit:</b>	<b>Faculty of Tourism and Environment</b>		
<b>Course Title:</b>	<b>International tourism</b>		
<b>level:</b>	<b>Bachelor</b>		
<b>Course Status:</b>	<b>Elective</b>		
<b>Year of study:</b>	<b>II</b>		
<b>Number of hours per week:</b>	<b>4</b>		
<b>Credits - ECTS:</b>	<b>5</b>		
<b>Time / location:</b>			
<b>The teacher of the course:</b>			
<b>Contact details:</b>			
Course Description			
<b>Course Description</b>	<i>The course objective is to acquaint the students with basic knowledge of international tourism, the impact and role of tourism in development of the country and abroad.</i>		
<b>Objectives of the course</b>	<i>The main purpose of this module is to introduce modern trends in tourism internationally and their impact on international economies respectively local.</i>		
<b>Learning outcomes:</b>	<p><i>Upon successful completion of this module, students will be able to:</i></p> <ul style="list-style-type: none"> <li>• <i>understand the different working cultures, in particular in the tourism sector,</i></li> <li>• <i>have a broader perspective with excellent possibility of global employment,</i></li> <li>• <i>analyze work in the industry so that they are ready to help you adjust to the demands of the industry,</i></li> <li>• <i>provide flexibility and a great range of topics to bring a broad range of skills and knowledge base.</i></li> </ul>		
Burdened student contribution in (which is therefore must correspond with results Chat student caching)			
<b>activity</b>	<b>hour</b>	<b>Day / week</b>	<b>Overall</b>
Lectures and exercises	4	15	60
tutorial			
Contacts with teacher / consultations	1	5	5
Field exercises			
Test , seminars	2	5	10
Homework			
Self learning time student (at the library or at home)	3	10	30

Final preparation for the exam	3	5	15
Time spent on evaluation (tests, quiz, final exam)	2		2
Projects, presentations, etc.	1	2	2
<b>Total</b>			<b>124</b>
<b>Teaching Metodology:</b>			
	Lectures and exercises combined with case studies and class discussion		
<b>Assessment methods:</b>			
	Seminar task 30 % Exam 70 %		
<b>Literature</b>			
<b>Basic literature:</b>	1. <i>International tourism: Cultures and Behavior</i> by Yvette Reisinger		
<b>Additional literature:</b>	2. Scott McCABLE, (2009), <i>Marketing communications i Tourism &amp; Hospitality</i> , Oxford, UK. 3. Dr.G.P.RAJU,(2009), <i>Tourism Marketing and Management</i> , Delhi, India. 4. William F. Theobalt "Global tourisem", 2005, UK. 5. CHUCK Y. GEE, EDUARDO FAYOS-SOLÁ & WTO, (1997) <i>International tourisem, a global prespective</i> , Spain.		
<b>Designed learning plan:</b>			
<b>Week</b>	<b>Lecture to be held</b>		
<b>Week One:</b>	Entry • <i>Tourism international / global.</i> • <i>The role and importance of international tourism.</i> <i>Definition of tourism and travel.</i>		
<b>Week two:</b>	Global environment • <i>Globalization and the tourism industry.</i> • <i>The impact of globalization in the tourism industry.</i> • <i>The impacts of tourism and travel.</i> • <i>The economic impacts and other impacts of tourism</i>		
<b>Week Three:</b>	Tourism and culture • <i>Cultural diversity.</i> • <i>The concept of cultural diversity.</i> • <i>The future of cultural diversity.</i> <i>UNESCO declaration on cultural diversity.</i>		
<b>Week Four:</b>	• <i>Trends and patterns of tourism.</i> • <i>Tourism surpluses and deficits.</i> • <i>International Tourism and local tourism.</i>		
<b>Week Five:</b>	INFLUENCE of culture • <i>Cultural Transformation.</i>		

	<ul style="list-style-type: none"> <li>• <i>Cultural Marketing and the impact on tourism.</i></li> <li>• <i>Changes and cultural conflicts.</i></li> </ul> <p><i>The difference between national and international cultures and influence the development of international tourism.</i></p>
<b>Week Six:</b>	<i>TEST I</i>
<b>Week Seven:</b>	<ul style="list-style-type: none"> <li>• <i>Patterns and trends of international tourism.</i></li> </ul> <p><i>Europe, Asia and Pacific, South Asia, America, Middle East, Africa.</i></p>
<b>Week Eight:</b>	<ul style="list-style-type: none"> <li>• <i>External factors impact on tourism.</i></li> </ul> <p><i>Demographics, technology, political, security and human resources.</i></p>
<b>Week Nine:</b>	<ul style="list-style-type: none"> <li>• <i>Tourism Market Trends.</i></li> <li>• <i>Changes in consumer preferences.</i></li> </ul> <p><i>Development of tourism products and competition.</i></p>
<b>Week Ten:</b>	<ul style="list-style-type: none"> <li>• <i>Tourist behavior.</i></li> <li>• <i>The concept of the behavior of people.</i></li> <li>• <i>Environmental factors and the impact on people's behavior.</i></li> <li>• <i>The concept of tourist behavior.</i></li> </ul> <p><i>The importance of the study of tourist behavior.</i></p>
<b>Week Eleven:</b>	<ul style="list-style-type: none"> <li>• <i>Consumer behavior.</i></li> <li>• <i>Environmental factors.</i></li> </ul> <p><i>Factors purchase.</i></p>
<b>Week Twelve:</b>	<i>Test II</i>
<b>Week Thirteen:</b>	<i>International cultural differences between countries.</i>
<b>Week Fourteen:</b>	<ul style="list-style-type: none"> <li>• <i>Multicultural competencies.</i></li> <li>• <i>Areas of multicultural competence.</i></li> </ul> <p><i>Levels of development of multicultural competence.</i></p>
<b>Week Fifteen:</b>	

**Academic policies and rules of conduct:**

*Regular attendance, to maintain the peace and active engagement in dialogue during lectures and exercises is obligatory.*