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| **UNIVERSITY "DŽEMAL BIJEDIĆ" IN MOSTAR****STUDY OF TOURISM** |
| **Course title:** | **Mediators in tourism** | **Course code: ST109** |
| **Level of cycle, year of study, semester** | academic undergraduate I cycle studies | year: I / semester: 2. |
| **Course leader:** | Dajana Vukojević, Assistent professor |
| **Contact details:** |   |
| **Total hours of course:** | Hours of lectures per week: 2 | Hours of practice per week: 2 | Total hours: 60 |
| **ECTS credit score:** | 5 ECTS |
| **Home qualification:** | Bachelor Management in tourism |
| **Course status:** | Obligatory |
| **Prerequisites for placing an object:** | There are no |
| **Access restrictions to the subject:** | Only for students Studying Tourism |
| **Explanation of the score:** | The number of ECTS points corresponds to the number of hours required for the realization of teaching obligations and the preparation of the exam. |
| **Objective:** | The objective of the course is mastering the professional knowledge and techniques of work within a complex organizational system of tourist mediation companies.  |
| **Description of general and specific competences (knowledge and skills) / learning outcomes:** | After the successful completion of this course, students will be able to:• acquiring knowledge about tourist intermediaries• Properly defining the terms of travel agencies and tour operators• Differentiation of the types of travel agencies and tour operators. |
| **Indicative course content:** | 1. Historical overview of the appearance and development of tourist intermediaries2. The concept and theory of tourism mediation3. Tasks, tasks and functions of travel agencies4. Modern trends in the development of travel agencies5. Types and division of travel agencies6. The role of tourist intermediaries in world tourism traffic and trends in the development of the world market.7. Business of a tourist agency;8. Product policy\_tourism arrangement.9. Sales and promotion policy;10. Organization of tourist mediation companies;11. Modern forms and techniques of communication in tourist services |
| **Forms of teaching / learning methods:** | Lectures, Exercises, Discussion |
| **Other obligations of the student (if they are foreseen):** | Seminar Papers |
| **Knowledge check / exam way and% weight factor:** | Active participation in all forms of teaching: 5%First test: 40%Seminar paper: 15%Final exam: 40% |
| **List of basic literature and****Internet web references:** | Buhalis, D. & Laws, E. (2001). Tourism Distribution Channels; Practices, Issues and Transformations,Continuum, LondonCook, А.R., Jahe, L.J., Marqua, J.J. (2002). Tourism: The Business of Travel, second edition, Prentice Hall, New Jersey.Holloway, Ј. C. (1991). The Business of Tourism, Pitman Publishing, London.Holloway, J.C., Robinson, C. (1996). Marketing for Tourism, Congman Group Limited, London.Laws, E. (1997). Managing Packaged Tourism, International Thomson Business Press, London.Pastorelli, J. (2003). Enriching the Expirience: An Interpretive Approach to Tour Gudiing. Hospitality Press, French Forest.Pergar, Ј. (2001). Potovalne agencije, skripta, Portorož.UNWTO, Tourism Highlights 2013 Edition, www.unwto.org |
| **Monitoring the quality and effectiveness of the course realization:** |  Anonymous survey among students on the success of the course. |