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| Name of the subject: Decision making process in tourism and hotel management | | |
| Teacher(s): Miroslav Vujičić, Tamara Jovanović, Sanja Kovačić | | |
| Status of the subject: Elective | | |
| Number of ECTS points: 15 | | |
| Condition:- | | |
| Goal of the subject The aim of the course is to enable students to deal with complex decisions that occur in tourism and hotel management. By getting acquainted with the concept of decision making and different decision-making methods, students will acquire the competencies needed to properly see and pose the problem, clearly define goals and their complex hierarchy, choose adequate criteria for evaluation and selection of alternatives and the like. In addition to the above, they will also acquire the ability to make group decisions, which is quite common in tourism and hotel management. The course will also deal with the decision-making process when choosing a tourist destination, everything that motivates and limits the decision when traveling. | | |
| Outcome of the subject After completing the course, students are expected to understand the concept of decision making, or choosing the right alternatives according to different criteria in the business environment. They will be able to overcome problems, to break them down into several smaller and simpler decisions. To understand the decision-making process of tourists when choosing a tourist destination and thus to develop methods that will adapt to the dynamic change of tourist behavior. To recognize all the factors that precede and motivate the trip, as well as those that limit them. | | |
| Content of the subject <i>Theoretical lectures</i> Decision-making process and definition (Fundamental models, behavioral and “choice set”), Characteristics of tourist services and their impact on the decision-making process, Factors influencing and limiting the decision-making process, Motivation in travel, Research on the basis of individual values and tourist behavior, Defining the concept of limitations within travel, Stages of decision making, Group and individual decision making, The concept of multi-criteria decision making and methods (ELECTRE, AHP, TOPSIS, PROMETHEE, etc.), Managing decision making process in tourism and hotel management; <i>Practical lectures</i> Through practical classes, students will encounter complex decisions in tourism and, with the help of the mentioned (multi-criteria) methods, rank alternatives according to different criteria in the specialized software for multicriteria decision making Expert Choice. | | |
| Recommended literature 1. Vujičić, M., D. Kovachić, S. Jovanović, T. (2019). Процес доношења одлуке у туризму. ПМФ – Департман за географију, туризам и хотелијерство, Нови Сад, ISBN 978-86-7031-520-4. 2. Чупић, Сукновић (2010). Одлучивање. ФОН, Београд 3. Николић, М. (2009): Методе одлучивања. Технички факултет „Михајло Пупин“, УНС, Зрењанин. 4. Vujičić, M.D., Vasiljević, Đ.A., Hose, T.A., Tasić, N., Morar, C., Đurić, A., Marković, S.B. (2018). A multi-criteria decision analysis with special reference to loess and archaeological sites in Serbia (Could geosciences and archaeology cohabitate?). Open Geosciences, 10/1, 333-343, ISSN:2391-5447, https://doi.org/10.1515/geo-2018-0026 5. Jovanović, T., Dragin A., Armenski, T., Pavić, D., Davidović, N. (2013): What demotivates the tourist? Constraining factors of nautical tourism. Journal of Travel & Tourism Marketing, 30(8), 858-872. 6. Božić, S., Jovanović, T., Tomić, N., & Vasiljević, D. A. (2017). An analytical scale for domestic tourism motivation and constraints at multi-attraction destinations Recommended doctoral dissertations in the field of decision-making, behavior, motivation, limitations by course professors. Scientific papers and websites with current issues. | | |
| Number of active classes | Theory: 50 | Practice: 50 |
| Methods of delivering lectures Individual consultations, seminar papers, project presentation. | | |
| Evaluation of knowledge (maximum number of points 100) Practice (scientific research) 50 points Oral exam 50 points | | |