

Name of the subject: Contemporary Trends in Tourism		
Teacher(s): Snežana Besermenji, Zoran Ristić, Tatjana Pivac		
Status of the subject: Elective		
Number of ECTS points: 15		
Condition: -		
Goal of the subject To provide students with the megatrends of global society which influence the development of tourism i.e. to examine and explain the contextual manner, especially in the processes of globalization and the development of modern communication and transportation technologies. To identify specific characteristics of current trends in tourism, which are inherent to the phenomenon, as well as long-term positive and negative effects of tourism in socio-economic and natural sphere.		
Outcome of the subject Students will be able to understand the effects of the relation between global phenomena and tourism, relations between the global and the local, and the reciprocal influence of international tourism in emitting and receptive societies (acculturation). Based on the knowledge acquired, students will be trained in "thinking globally and acting locally", i.e. will be able to successfully manage the global, intercultural tourism market and adequately adapt and shape the product of a particular destination (national, regional, local spatial coverage), or to quickly recognize, anticipate and create new trends.		
Content of the subject Globalization, tourism and comparative advantages of competing countries. Territorial economic integration and globalization. Globalization, national tourism policy and international organizations. The globalization of tourism demand, global distribution systems and marketing. Education for tourism and the global economy. Globalization, Security, and national security. Globalization and total quality management services at tourist destinations. Environmental policy, sustainable development and global tourism. Impact of global communication and transportation systems on development of tourism. Tourist movement through space and time. Tourism as a link between the global and the local. Acculturation as a result of global tourism. Local impacts of global tourism. Multinational corporations in the tourism industry. Involving the local population in the decision-making process. Demographic changes (aging population in developed countries, the disappearance of the traditional family). The increase of demand for quality and creative based tourism experiences. Cultural diversification versus homogenization under the influence of globalization. Continuing growth of transnational companies and global brands at the expense of small, independent businesses. Dissemination and application of new information technologies. The deepening North – South gap. Change of values and lifestyles. Knowledge-based society. The desire for stability and security (fight against pandemics, global terrorism, organized crime, etc.). Political change (spreading democracy, removing barriers in international travel, deregulating the transport, privatization process) increase in socio-cultural and national consciousness. Moving from "service economy" to "economy of experiences". Current trends in various forms of tourism (ethno, gastronomic, rural, hunting, and other forms).		
Recommended literature Pearce, D., Butler, R., <i>Contemporary issues in tourism development</i> , Routledge, London, 2008. Shaw, G., Williams, A., <i>Planning for the future of tourism</i> , Geographical Journal, vol 164, issue 1, Royal Geographical Society, 1998. Terlow, P., <i>Tourism in the twenty-first century</i> , The Futurist, vol. 36, issue 5, World Future Society, 2002. Hall, M., <i>Tourism- Rethinking the Social Science of Mobility</i> , Pearson Education Limited, Harlow, England, 2005. Cooper, C., Hall, M., <i>Contemporary Tourism</i> , Elsevier Linacre House, Oxford, UK, 2008. Wabah, S., Cooper, C., <i>Tourism in the Age of Globalization</i> , Routledge, London, 2001. Vercellis, C. (2009). <i>Business intelligence: data mining and optimization for decision making</i> . John Wiley & Sons Padstow, Cornwall. Raisinghani, M. (2003). <i>Business Intelligence in the Digital Economy: Opportunities, Limitations and Risks</i> . Hershey.		
Number of active classes	Theory: 4	Practice: 4
Methods of delivering lectures Oral presentation: lectures, discussion, consultations; Illustrative-demonstrative methods: multimedial presentations		
Evaluation of knowledge (maximum number of points 100) Seminar paper presentation 50 points Oral exam 50 points		