

<b>Name of the subject:</b> The impact of demographic trends on the strategic development of tourism			
<b>Teacher(s):</b> Aleksandra Dragin, Andjelija Ivkov Džigurski, Daniela Arsenović			
<b>Status of the subject:</b> Elective			
<b>Number of ECTS points:</b> 15			
<b>Condition:</b> -			
<b>Goal of the subject:</b> Introduction to demographic changes in the world and in our country and learning how they affect the tourist movement and employees in tourism (labour force composition).			
<b>Outcome of the subject:</b> Doctoral should be able to understand essential demographic processes in tourism, as well as the impact of demographic trends on the tourism development. Students will acquire knowledge to set up a research problem and use the appropriate methodology. Students need to learn how to deal with analyses of the obtained results.			
<b>Content of the subject</b>			
<i>Theoretical part</i>			
Analysis of natural and physical movements of population, globally and locally. Travel and tourism development in countries with high and low rates of population growth and intensive migration. Tourism as the initiator of migration. Analysis of gender and age structure in the world and Serbia, the ratio of young, middle-aged and elderly population and tourist movements of certain groups of population: -Working age population and its participation in tourist movements, -Retired persons and their share in the tourist trends and comparison with the same cohorts of the population in Serbia and their tourist movement, ie the structure of employees in tourism.			
<i>Practical part</i>			
Surveys of local and foreign tourists as well as survey of employees in tourism and data analysis. Collection of data from travel agencies, hotels, cruisers ect, the sex-age structure of tourists (who travel from our country a broad, data analysis and comparison with the structure of foreign tourist shere) and employees in tourism.			
<b>Recommended literature</b>			
Conrady R., Buck M. (2009). Trends and issues in global tourism, Springer.			
Mijatov, M., Dragin, A., Jovanović, T., Košić, K., Blešić, I. (2018). The employees' socio-demographic characteristics and perception of the ethical climate in hotel business, 3 <sup>rd</sup> International thematic monograph, Modern Management and Economy of Tourism Sector in Present Era. pp. 193-205, Association of Economists and Managers of the Balkans in cooperation with the Faculty of Tourism and Hospitality, Belgrade.			
Bernini C., Cracolici F.M. (2015). Demographic change, tourism expenditure and life cycle behavior. <i>Tourism Management</i> , 47, 191-205.			
Dragin, A., Đurđev, B., Armenski, T., Jovanović, T., Pavić, D., Ivkov-Džigurski, A. Košić, K., Favro, S. (2014). Analysis of the Labor Force Composition on Cruisers: the Danube Through Central and Southeast Europe. <i>Journal of Transport Geography</i> , 39, 62-72.			
Djurđev B. S., Arsenović D., Dragin A. (2010). Contemporary problems in studying population of Vojvodina Province, <i>Acta geographica Slovenica</i> , 50-1.			
Ivkv A., Kovačević T., Dragin A., Djurdjev B., Ivanović Lj. (2007). Influence of tourism on the employment in Vojvodina. <i>Geographica Pannonica</i> 11. 54-58.			
World Tourism Organization and the European Travel Commission (2010): <i>Demographic change and Tourism</i> . Madrid: World Tourism Organization			
Yeoman, I., Hsu, C., Smith, K. & Watson, S. (2010). <i>Tourism and Demography</i> . Oxford: Goodfellow Publishers.			
Papers from the following international scientific journals: <i>Annals of Tourism Research</i> ; <i>Journal of Sustainable Tourism</i> ; <i>Journal of Travel Research</i> ; <i>Tourism Management</i> .			
Number of active classes		Theory: 4 (60)	Practice:
<b>Methods of delivering lectures:</b> Frontal, indirect forms, special types of work. Oral presentation method, conversation method, textual method, illustrative-demonstrative method, etc. Lectures are combined with communicative, interactive student work, from which active participation and critical thinking are expected.			
<b>Evaluation of knowledge (maximum number of points 100)</b>			
<b>Pre-exam obligations</b>	<b>Points</b>	<b>Final exam</b>	<b>Points</b>
Seminar paper	<b>50</b>	Verbal Exam	<b>50</b>