

<b>Name of the subject:</b> Local population and social responsibility in tourism business			
<b>Teacher(s):</b> Aleksandra S. Dragin, Milica J. Solarević			
<b>Status of the subject:</b> Elective			
<b>Number of ECTS points:</b> 15			
<b>Condition:</b> -			
<b>Goal of the subject:</b> Research of contemporary business concept in tourism based on the principles of social responsibility, or more precisely the business concept in accordance with characteristics and needs of the local population and the local environment. The population develops under the influence of social development and vice versa, which is reflected at the social level as a policy of responsible business in tourism. Feedback between the local population and business in tourism is needed, immediate and its understanding represents the main goal of the subject.			
<b>Outcome of the subject:</b> Students will gain a systematic understanding of the concept of social responsibility in tourism business as a possibility for the local population to develop the family business, or to be involved in the business of other companies. By analyzing the case studies on the examples of the local environment, students will acquire the skills for assessment of responsible usage of resources in the function of tourism from the perspective of the local population, as well as skills for solving specific tasks and problems. Students will also gain the skills of independent research, selection and processing of indicators, which will further enable them for writing a scientific paper or even a PhD dissertation based on this issue.			
<b>Content of the subject</b>			
<i>Theoretical lectures</i>			
Multidimensionality of the concept of business social responsibility; factors and perceptions of the business social responsibility; models and possibilities of involving the local population in the implementation and improvement of social responsibility activities in tourism; case studies of the effects of business social responsibility on the local population through tourism; the influence of socio-demographic characteristics of the local population on perception, motivation and the possibility of participating in social responsibility in tourism business; local population as a carrier of development processes in social responsibility in tourism business, companies engaged in social responsibility in tourism as a carriers of sustainable and population development of the local community.			
<i>Practical lectures</i>			
Using the model of social responsibility in tourism business on the example of selected local population.			
<b>Recommended literature</b>			
Blešić, I. Dragin, A., Marković, J., Čerović, S., Đeri, L. (2014). Relationships among Shopping Quality and Corporate Social Responsibility of Shopping Centers and Consumer Satisfaction: Case from Novi Sad (Serbia). <i>Amfiteatru Economic</i> , 35, 415-429.			
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, <i>Modern Management and Economy of Tourism Sector in Present Era</i> . pp. 193-205, Association of Economists and Managers of the Balkans in cooperation with the Faculty of Tourism and Hospitality, Belgrade / Ohrid			
Marković, Slobodanka, Perić, M., Mijatov, M., Dragin, A., Doljak, Dejan (2019). Attitudes of the Local Population in Border Municipalities on Development of Sport-Event Tourism. <i>Journal of Hospitality &amp; Tourism Research</i> , In Press. <a href="https://emxpert.net/sageedit/journals/Welcome/Index">https://emxpert.net/sageedit/journals/Welcome/Index</a>			
Lund-Durlacher D. (2013) <i>Corporate Social Responsibility in Tourism</i> . In: Idowu S.O., Capaldi N., Zu L., Gupta A.D. (eds) <i>Encyclopedia of Corporate Social Responsibility</i> . Springer, Berlin, Heidelberg.			
Lee, K.H., Herold, D.M., Yu, A.L. (2016): Small and medium enterprises and corporate social responsibility practice: A Swedish perspective. <i>Corp. Soc. Responsib. Environ. Manag.</i> , 23, 88–99.			
Porter, M., Kramer, M. (2006): <i>Strategy and Society. The link between competitive advantage and corporate social responsibility</i> . <i>Harvard Bus. Rev.</i> , 84, 78–92.			
Carroll, A., Buchholtz, A. (2003): <i>Business and Society, Ethics and Stakeholders Management</i> , 5th ed.; South-Western Thomson Learning: Mason, OH, USA.			
Franco, I., Abe, M. (2017). <i>Socially Responsible Business: A Model for a Sustainable Future</i> . United Nations ESCAP.			
Beeton, S. (2006). <i>Community Development through Tourism</i> . Landlinks Press, Collingwood, Australia.			
Using the 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> Method of verbal presentation; illustrative-demonstrative methods			
<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	50